




To the Honorable Council
City of Norfolk, Virginia

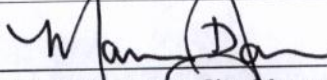
April 12, 2016

From: George M. Homewood, FAICP, CFM, Planning Director

Subject: **Special Exception for alternative signage – The Main – Hotel Conference Center**

Reviewed: 
Ronald H. Williams, Jr., Deputy City Manager

Ward/Superward: 2/6

Approved: 
Marcus D. Jones, City Manager

Item Number: **R-9**

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** Special Exception for alternative signage not permitted in Chapter 16 of the Zoning Ordinance.
- IV. **Applicant:** The Main – Hotel Conference Center
- V. **Description:**
 - The site is located the northeast corner of East Main Street and Granby Street.
 - The application proposes to install signage that does not meet current Zoning Ordinance requirements.
 - A comprehensive sign package was submitted for approval.
- VI. **Historic Resources Impacts:**
 - The building located on this site is not eligible for historic designation, but is located within Downtown Historic Overlay district.
 - The proposed sign package was reviewed and approved by the Architectural Review Board (ARB).
 - Any subsequent improvements to the building, including signage, will be required to be approved by the ARB.
- VII. **Public Schools Impacts:**

This site is located in the Tidewater Park Elementary School, the Blair Middle School and Maury High School districts.

Staff point of contact: Robert Tajan at 664-4756, Robert.Tajan@norfolk.gov

Attachments:

- Staff Report to CPC dated March 24, 2016 with attachments
- Letter of no opposition
- Proponents and Opponents
- Ordinance

Planning Commission Public Hearing: March 24, 2016

Executive Secretary: George M. Homewood, AICP, CFM

Planner: Robert J. Tajan, AICP, CFM *RJT*

Staff Report	Item No. 3	
Address	100 East Main Street	
Applicant	The Main – Hotel Conference Center	
Request	Special Exception	Alternative Signage
Property Owner	Norfolk Redevelopment and Housing Authority	
Site Characteristics	Site/Building Area	61,855 sq. ft./57,010 sq. ft.
	Future Land Use Map	Commercial
	Zoning	D-2 (Downtown Regional Center) and HO-D
	Neighborhood	Downtown
	Character District	Downtown
Surrounding Area	North	D-2 and HO-D: Dominion Enterprises Offices
	East	D-2 and HO-D: Selden Arcade
	South	D-2 and HO-D: Town Bank Building and Customs House
	West	D-2 and HO-D: parking garage and ground floor retail



A. Summary of Request

- The site is located at the northeast corner of Granby Street and East Main Street and is the location of The Main Hotel conference center.
 - The site contains multiple uses including the hotel, conference center, restaurants, offices, and parking garage.
- The application proposes signage that is currently not permitted within Chapter 16 of the *Zoning Ordinance*.
 - Comprehensive sign packages that do not meet the current sign regulations can be approved by special exception.

B. Plan Consistency

The proposed special exception is consistent with *plaNorfolk2030*, which designates this site as Downtown.

C. Zoning Analysis

i. General

- The site is located in the D-2 and HO-D district, which permits a hotel conference center use by-right.
- The *Zoning Ordinance* allows signage at a ratio of 1.5 square feet for every linear foot of building frontage for signs lower than 20 feet from grade.
- Signs higher than 20 feet above grade are allowed to be up to 600 square feet based on 2% of the building façade but must be located in the upper locations of the building.
- Signs higher than 20 feet above grade but below the upper locations of the building are not permitted.
- The request is to allow a comprehensive sign package that does not comply with the current sign regulations.
 - Alternative signage that addresses a sites unique design constraints and elements is permitted by Special Exception.
- The sign package includes signage that is at street level, signage that is above street level allowance but still visible by the pedestrian, and larger signage that is located at the top of the building.
- Patrons for all uses within the building enter on the first floor.
 - The proposed signage that does not meet *Zoning Ordinance* requirements is clustered on the side of the building at the corner providing an ideal area for signage.
 - The one sign located separately from the other signage is located at the base of an outdoor area for the use that is designed to allow for the sign.
 - This sign is also located at the highest level of the building, not including the tower, and is at an appropriate level in comparison to the other buildings on the block.
- Additional signage is shown to be located on the drop-off canopy in the right-of-way.
 - The canopy signs will be required to be approved through the encroachment process.

ii. Parking

- Although no parking is required in the D-2 district, a City parking garage is being built in conjunction with this use.
 - The proposed sign package will provide signage that will direct drivers clearly to the entrance of the parking garage.

iii. Flood Zone

The property is located in the X and X (shaded) Flood Zones which are considered low risk flood zones.

D. Transportation Impacts

N/A

E. Historic Resources Impacts

- The building located on this site is not eligible for historic designation, but is located within the Downtown Historic Overlay.
- The proposed signage was reviewed and approved by the ARB.
- Any subsequent improvements to the building will be required to be approved by the ARB.

F. Public Schools Impacts

The site is located in the Tidewater Park Elementary School, the Blair Middle School and Maury High School attendance zones.

G. Environmental Impacts

N/A

H. Surrounding Area/Site Impacts

By requiring this use to conform to the conditions listed below, the proposed alternative signage should not have a negative effect on the surrounding neighborhood.

I. Payment of Taxes

The owner of the property is current on all real estate taxes.

J. Civic League

- Notice was sent to the Downtown Norfolk Civic League and Downtown Norfolk Council on February 10.
- Letter of No Opposition from the Downtown Norfolk Civic League was received on February 10.

K. Communication Outreach/Notification

- Letters were mailed to all property owners within 300 feet of the property on March 11.

- Legal notification was placed in *The Virginian-Pilot* on March 10 and 17.

L. Recommendation

Staff recommends **approval** of the special exception request subject to all of the following conditions:

Conditions – Alternative Signage

- a) All signage shall substantially comply with the sign package submitted and attached as exhibit A.
- b) If any signage is proposed to change, it shall stay within the size approved for the location of the sign as shown in exhibit A.
- c) All signage shall be reviewed and approved by the Architectural Review Board.

Attachments

Location Map

Zoning Map

1000' radii map of similar establishments and Norfolk Public Schools

Application

Letter of no opposition from Downtown Norfolk Civic League

Proponents and Opponents

Proponents

None

Opponents

None

Form and Correctness Approved: 

Contents Approved: 

By 

Office of the City Attorney

By 

DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE GRANTING A SPECIAL EXCEPTION TO PERMIT THE ALTERNATIVE SIGNAGE FOR "THE MAIN" ON PROPERTY LOCATED AT 100 AND 120 EAST MAIN STREET.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That a Special Exception is hereby granted authorizing alternative signage for "The Main" on property located at 100 and 120 East Main Street. The property which is the subject of this Special Exception is more fully described as follows:

Property fronts 197 feet, more or less, along the northern line of East Main Street and 133 feet, more or less, along the eastern line of Granby Street; property also fronts 154 feet, more or less, along the southern line of East Plume Street and 199 feet, more or less, along the eastern line of Concord Street; premises numbered 100 and 120 East Main Street.

Section 2:- That the Special Exception granted hereby shall be subject to the following conditions:

- (a) No signage shall be permitted on the property other than the following:
 - (1) All those signs that are consistent in size, location, and number with the signage shown in the sign package prepared by Patricia Hord.Graphik Design, entitled "City of Norfolk Exterior Signage Submittal Package," dated December 28, 2015, consisting of 46 pages, and placed on file with the Department of City Planning; and
 - (2) Any sign that complies with the provisions of Chapter 16 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), entitled "Signs," that apply to the property, but only to the extent that such provisions permit additional signage beyond

the size, location, and number of signs allowed under subsection (a)(1), above.

- (b) This special exception does not regulate the content or message contained on any sign permitted on the property, and any sign may be changed so long as the size, location, and number remain unaltered by the change.

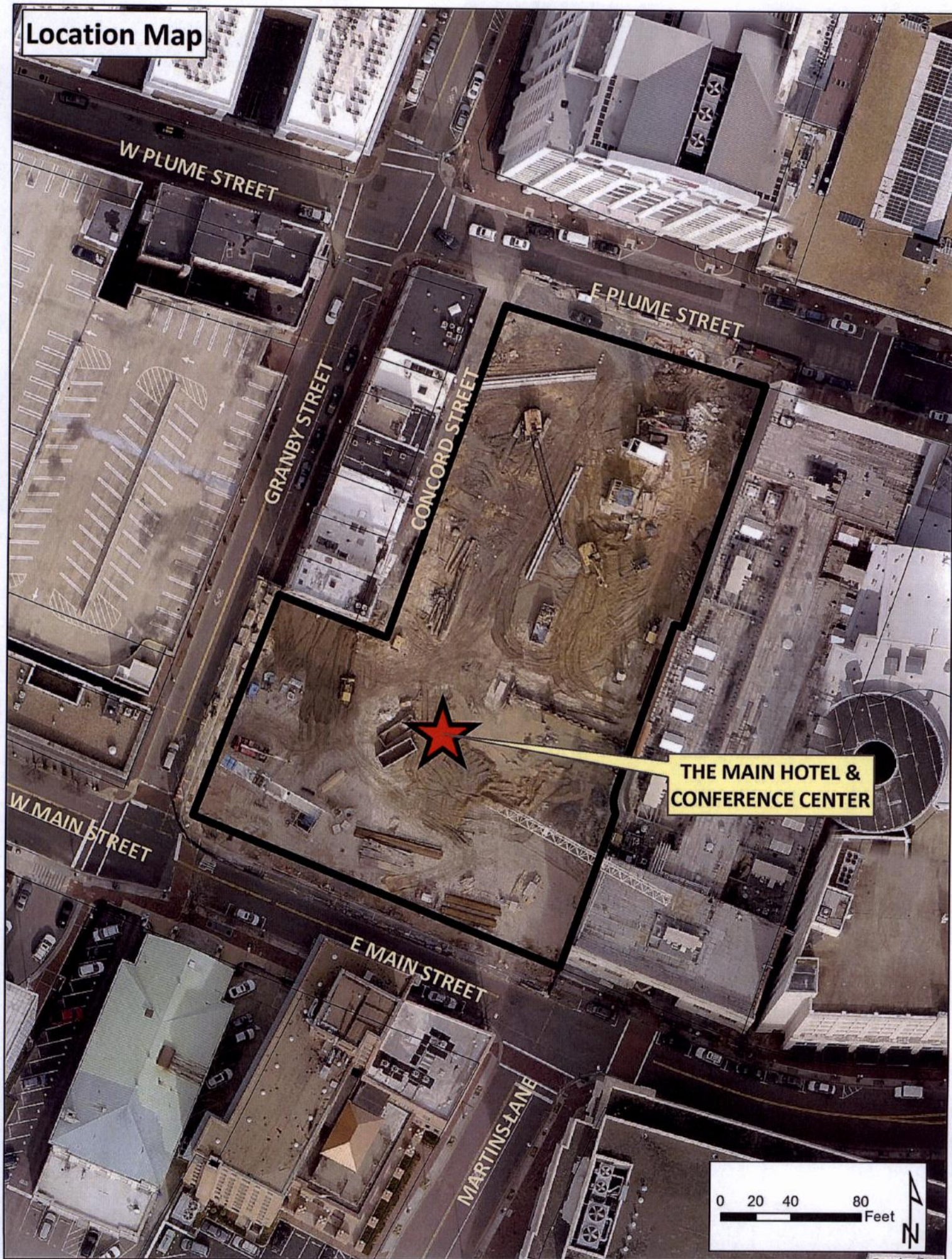
Section 3:- That the City Council hereby determines that the Special Exception granted herein complies with each of the requirements of § 25-7 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), namely that:

- (a) The proposed use and development will be in harmony with the objectives and policies of the adopted General Plan of Norfolk and with the general and specific purposes for which this ordinance was enacted and for which the regulations of the district in question were established;
- (b) The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located;
- (c) The proposed use and development will not have an adverse effect upon the character of the area or the public health, safety and general welfare. Conditions may be applied to the proposed use and development, as specified in section 25-8 below, to mitigate potential adverse impacts;
- (d) The proposed use and development will be constructed, arranged and operated so as not to interfere with the use and development of neighboring property in accordance with the applicable district regulations;
- (e) The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools;
- (f) The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets;

- (g) The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance;
- (h) The proposed use and development will not cause substantial air, water, soil or noise pollution or other types of pollution which cannot be mitigated;
- (i) The proposed use and development will not cause a negative cumulative effect, when its effect is considered in conjunction with the cumulative effect of various special exception uses of all types on the immediate neighborhood and the effect of the proposed type of special exception use on the city as a whole;
- (j) The proposed use and development complies with all additional standards imposed on it by the particular provisions of the ordinance authorizing such use; and
- (k) No application for a special exception shall be recommended or granted until any and all delinquent real estate taxes owed to the City of Norfolk on the subject property have been paid.

Section 4:- That this ordinance shall be in effect from the date of its adoption.

Location Map



W PLUME STREET

E PLUME STREET

GRANBY STREET

CONCORD STREET

W MAIN STREET

E MAIN STREET

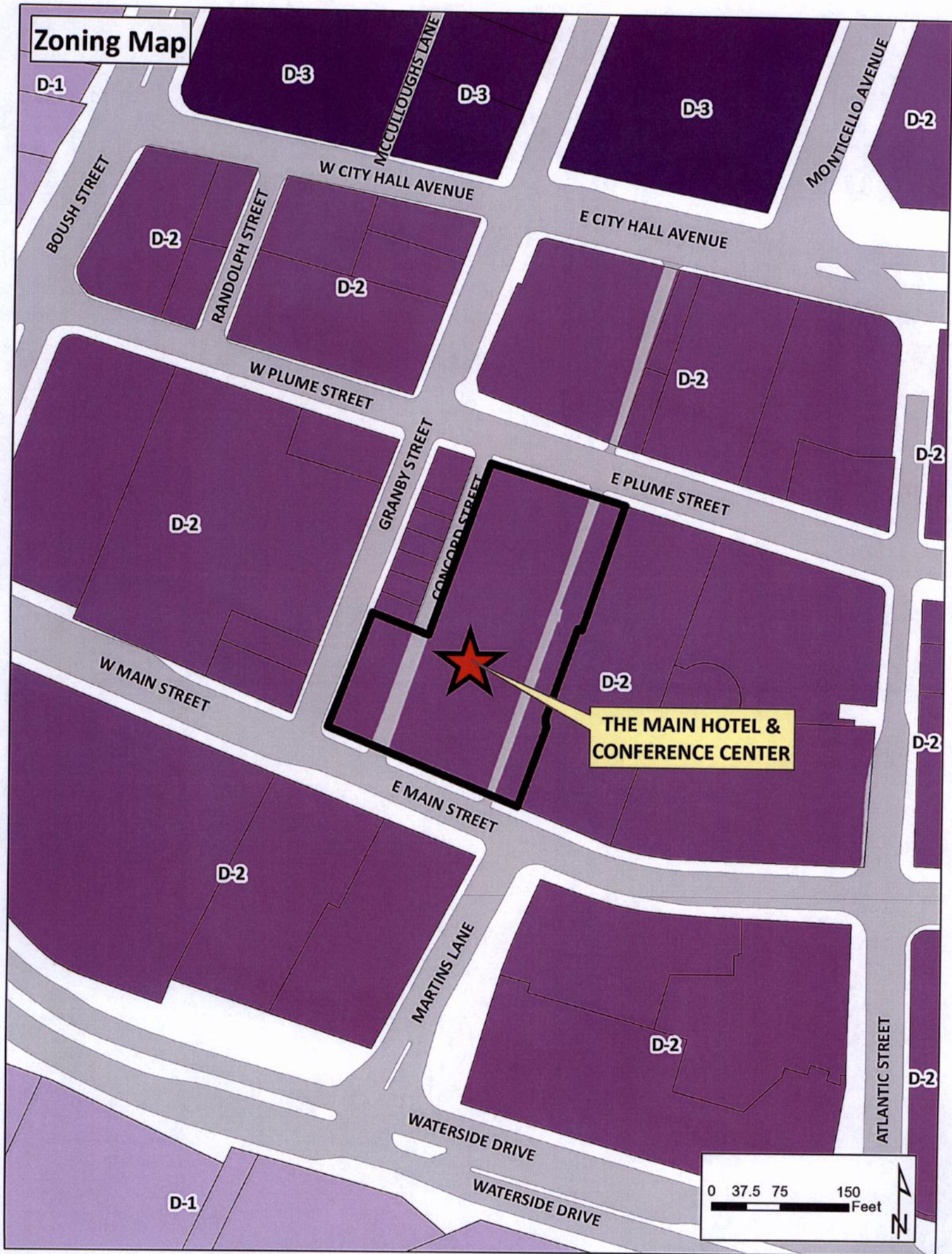
MARTINS LANE

THE MAIN HOTEL &
CONFERENCE CENTER

0 20 40 80 Feet



Zoning Map





**APPLICATION
SPECIAL EXCEPTION**

Special Exception for: ALTERNATIVE SIGN APPROVAL

Date of application: 1/28/16

DESCRIPTION OF PROPERTY

Property location: (Street Number) 100 (Street Name) E. MAIN STREET

Existing Use of Property

Current Building Square Footage

Proposed Use

HIGH RISE HOTEL AND CONFERENCE CENTER- INCLUDES 3 RESTAURANTS AND A
PARKING GARAGE.

Proposed Square Footage 368,890

Proposed Hours of Operation:

Weekday From To

Friday From To

Saturday From To

Sunday From To

Trade Name of Business (If applicable) THE MAIN

DEPARTMENT OF CITY PLANNING
810 Union Street, Room 508
Norfolk, Virginia 23510
Telephone (757) 664-4752 Fax (757) 441-1569
(Revised January, 2015)

Application
Special Exception
Page 2

APPLICANT

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

1. Name of applicant: (Last) (First) (MI)

Mailing address of applicant (Street/P.O. Box):

(City) (State) (Zip Code)

Daytime telephone number of applicant () Fax ()

E-mail address of applicant:

AUTHORIZED AGENT (if applicable)

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last) (First) (MI)

Mailing address of applicant (Street/P.O. Box):

(City) (State) (Zip Code)

Daytime telephone number of applicant () Fax ()

E-mail address of applicant:

PROPERTY OWNER

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

3. Name of property owner: (Last) (First) (MI)

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner () email:

DEPARTMENT OF CITY PLANNING
810 Union Street, Room 508
Norfolk, Virginia 23510
Telephone (757) 664-4752 Fax (757) 441-1569
(Revised January, 2015)



CIVIC LEAGUE INFORMATION

Civic League contact: MARY MILLER KEVIN MURPHY

Date(s) contacted: JANUARY 7, 2016 JANUARY 28, 2016

Ward/Super Ward information:

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: Robert M Howard, CEO Sign: [Signature] 1/27/16
(Property Owner or Authorized Agent of Signature) (Date)

Print name: [Signature] Sign: 1/28/16
(Applicant) (Date)

ONLY NEEDED IF APPLICABLE:

Print name: _____ Sign: _____
(Authorized Agent Signature) (Date)

APPLICANT

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

1. Name of applicant: (Last) (First) (MI)

Mailing address of applicant (Street/P.O. Box):

(City) (State) (Zip Code)

Daytime telephone number of applicant (757) Fax (757)

E-mail address of applicant:

AUTHORIZED AGENT (if applicable)

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last) (First) (MI)

Mailing address of applicant (Street/P.O. Box):

(City) (State) (Zip Code)

Daytime telephone number of applicant () Fax ()

E-mail address of applicant:

PROPERTY OWNER

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

3. Name of property owner: (Last) (First) (MI)

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner (757) email:

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

CIVIC LEAGUE INFORMATION

Civic League contact: MARY MILLER KEVIN MURPHY

Date(s) contacted: JANUARY 7, 2016 JANUARY 28, 2016

Ward/Super Ward information:

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: JOHN C. KOWNACK Sign:  3, 14, 2016
(Property Owner or Authorized Agent of Signature) (Date)

Print name: _____ Sign: _____ / ____ / ____
(Applicant) (Date)

ONLY NEEDED IF APPLICABLE:

Print name: _____ Sign: _____ / ____ / ____
(Authorized Agent Signature) (Date)



CITY OF NORFOLK
EXTERIOR SIGNAGE
SUBMITTAL PACKAGE

DECEMBER 28, 2015

COOPER CARRY

PATRICIA HORD GRAPHIK DESIGN
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**CODE OF THE CITY
APPENDIX A — ZONING ORDINANCE
ARTICLE III — REGULATIONS APPLI-
CABLE TO ALL ZONING DISTRICTS**

CHAPTER 16: SIGNS

16-8.6

Signs permitted in the downtown districts. The following regulations shall apply to those properties located in the D1, D-2, D-3, D-4 and G-1 districts.

(b)

For signs erected with their highest portions below a height of twenty (20) feet above curb level. Each business shall be allocated one and one-half square feet of sign surface area for each foot of lot frontage. Signs permitted shall be erected only on the exposure of the property from which the allotment is computed.

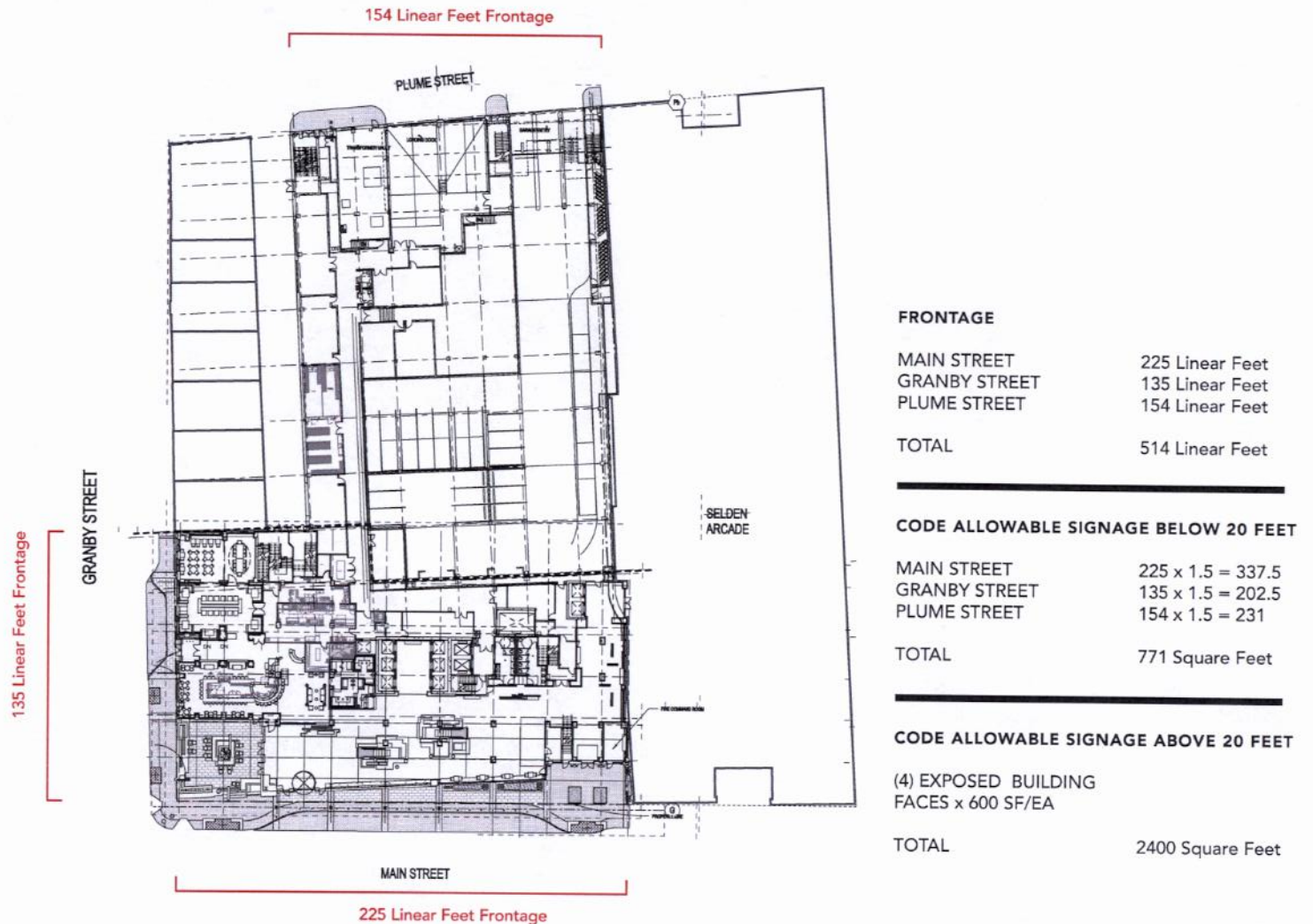
(c)

Signs erected with their lowest portions at or above a height of twenty (20) feet above curb level.

Such signs shall be only general identification signs stating only the name of the building and/or the name of the establishment therein. Only one such sign shall be permitted for each exposed face of the building, except that where the length of such face exceeds one hundred (100) feet, a second sign shall be permitted. Minimum area allotment for any such sign shall be one hundred (100) square feet or two (2) percent of the surface area of the building facade on the exposure involved, up to a maximum of six hundred square feet. At least half of the signage allotment shall be located within the uppermost twenty (20) percent of the building facade on the exposure involved.

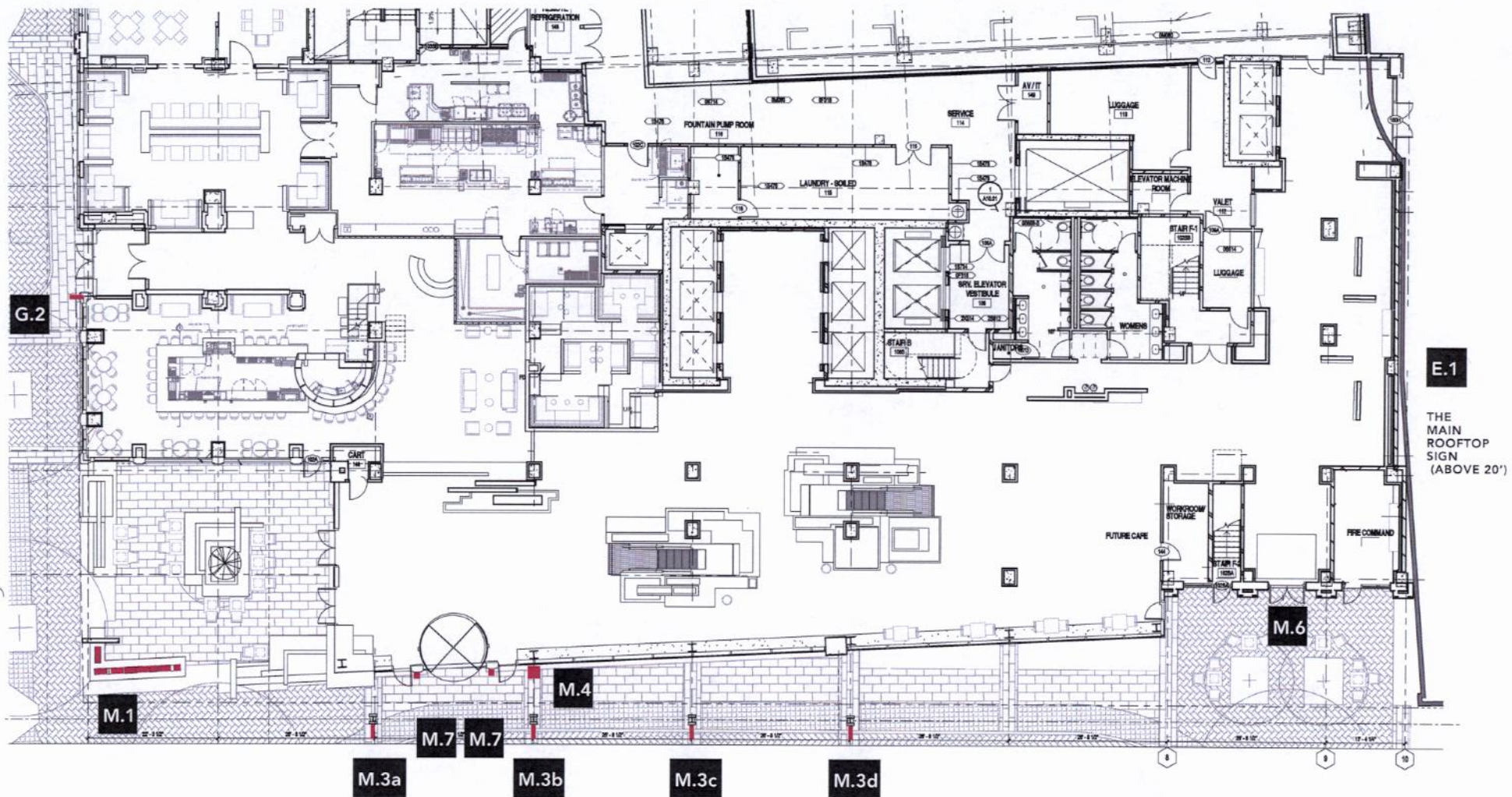
(d)

Freestanding signs. As part of the total allocation for the site, one (1) freestanding sign shall be permitted per lot not to exceed one hundred (100) square feet of the sign surface area.



SITE PLAN — TOTAL STREET FRONTAGE AND CODE ALLOWABLE SIGNAGE SQUARE FEET TOTALS

GRANBY STREET



SIGN LOCATION PLAN — MAIN STREET

MAIN STREET

M.8 GRAIN ROOFTOP SIGN (ABOVE 20')

M.9 HILTON ROOFTOP SIGN (ABOVE 20')

DECEMBER 28, 2015

1

THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
PHGD.COM



PLUME STREET

P.6 HILTON ROOFTOP SIGN
(ABOVE 20')

P.5

GRANBY STREET

P.1.1 – P.1.7

P.4

P.1

P.3b

P.3

P.2b

P.2

SIGN LOCATION PLAN — PLUME STREET

SIGNS BELOW 20 FEET

LOCATION #	SIGN TYPE	MESSAGE	CONSTRUCTION/MATERIAL	ILLUMINATION	SIZE	SIGN AREA	TOTAL
MAIN STREET	M.3a	Saltine Restaurant Blade Sign	SALTINE Shellfish, Seafood, Spirits	Double Sided Aluminum Blade Sign	Internal Illumination	36" x 36"	9 sq ft
	M.3b	Varia Restaurant Blade Sign	VARIA Modern Trattoria & Wine Bar	Double Sided Aluminum Blade Sign	Internal Illumination	36" x 36"	9 sq ft
	M.3c	Grain Restaurant Blade Sign	GRAIN Biergarten & Lounge	Double Sided Aluminum Blade Sign	Internal Illumination	36" x 36"	9 sq ft
	M.3d	Exchange Conf Center Blade Sign	EXCHANGE Confront. Educate. Collaborate.	Double Sided Aluminum Blade Sign	Internal Illumination	36" x 36"	9 sq ft
	M.6	Vinyl Logos on Doors	Varies	Frosted Vinyl	None	11" x 3'5"	3.13 sq ft
	M.7	Hilton Entrance Plaques	HILTON — NORFOLK THE MAIN	Aluminum Plaque	None	14" x 12" (2)	2.32 sq ft
GRANBY STREET	G.2	Saltine Restaurant Blade Sign	SALTINE Shellfish, Seafood, Spirits	Aluminum Blade Sign	Internal Illumination	30" x 30"	6.25 sq ft
PLUME STREET	P.1.7	Parking Disc and arrow	"P" & Arrow left	Reverse Channel Letter	Halo Illumination	42" x 42" & 24" x 24"	16.25 sq ft
	P.2	Parking Entrance ID Sign	THE MAIN & PARKING	Reverse Channel Letters	Halo Illumination	62" x 21"	12.10 sq ft
	P.2b	Norfolk Parking Band Sign	ENTER & EXIT	Aluminum	Internal Illumination	22'0" x 8"	14.66 sq ft
	OMITTED	P.3 Parking Blade Sign	"P"	Aluminum with Illuminated Letters	Internal Illumination	43" x 43"	18.81 sq ft
	OMITTED	P.3b Parking Let Full Sign	GARAGE FULL/OPEN	Aluminum Sign	LED Illumination	18" x 14"	1.75 sq ft
	P.4	Hotel Employee Entrance Plaque	HILTON Employee Entrance	Aluminum Plaque	None	14" x 12"	1.66 sq ft
TOTAL							106.96 sq ft
CODE ALLOWABLE SIGNAGE							771 sq ft

BUILDING SIGNAGE TABLE, PART 1

FREESTANDING SIGNS

	LOCATION #	SIGN TYPE	MESSAGE	CONSTRUCTION/MATERIAL	ILLUMINATION	SIZE	SIGN AREA	TOTAL
MAIN STREET	M.1	Freestanding Monument Sign	THE MAIN & Wayfinding	Aluminum	Internal Illumination	12'6" x 4'6" & 3'8 x 4'6"	72.75 sq ft	
	M.4	Varia Restaurant Granite Sign	VARIA	Carved Granite Sign	None	21" x 66"	9.625 sq ft	
PLUME STREET	P.5	Pedestrian Wayfinding	Various Wayfinding	Aluminum	Internal Illumination	13" x 13" x 5'3"	5.68 sq ft	
	TOTAL						88.06 sq ft	
						CODE ALLOWABLE SIGNAGE	100 sq ft	

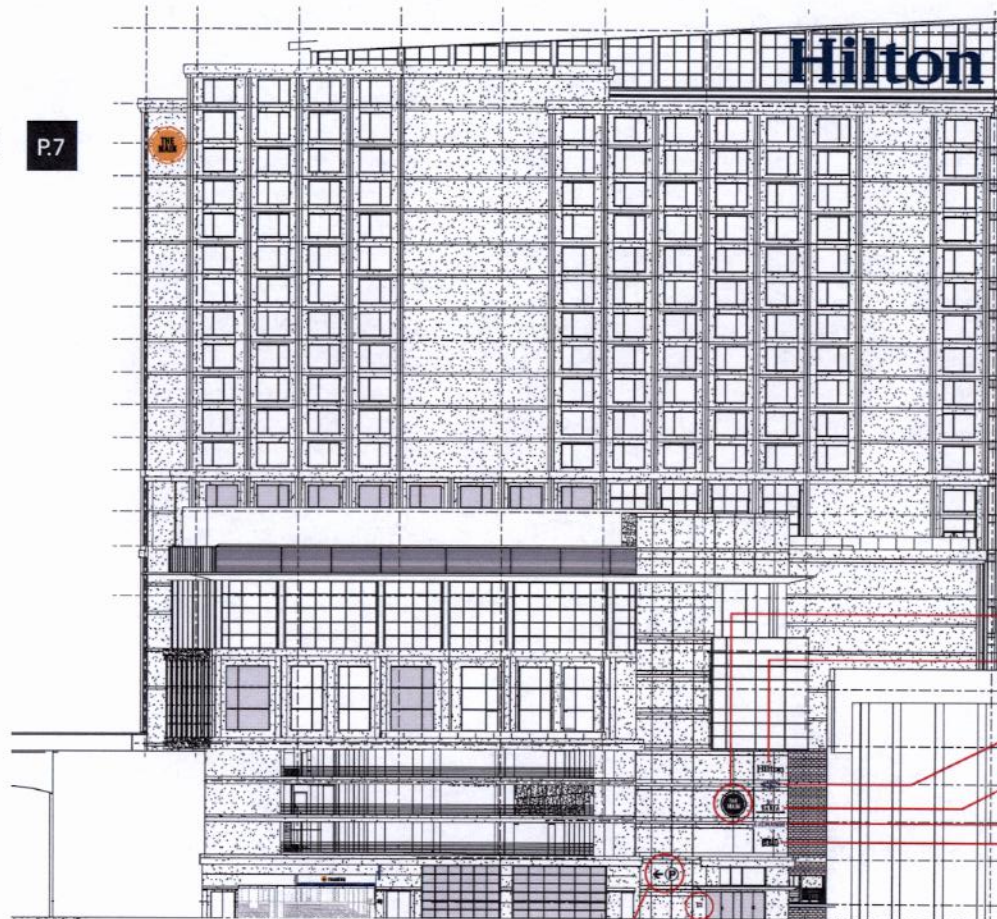
SIGNS ABOVE 20 FEET

	LOCATION #	SIGN TYPE	MESSAGE	CONSTRUCTION/MATERIAL	ILLUMINATION	SIZE	SIGN AREA	TOTAL
MAIN STREET	M.8	Grain Restaurant Sign	GRAIN Biergarten & lounge	Channel Letter Logo	Halo Illumination	27'0" x 4'10"	130.5 sq ft	
	M.9	HILTON ID Logo Sign	HILTON	Channel Letters	Internal Illumination	11'5" x 27'6" & 8'3" x 23'0"	503.75 sq ft	
EAST ELEVATION	E.1	THE MAIN ID Sign	(Logo) THE MAIN	Channel Letter Logo	Internal Illumination	20'0" x 20'0"	400 sq ft	
PLUME STREET	P.6	HILTON ID Logo Sign	HILTON	Channel Letters	Internal Illumination	11'5" x 27'6" & 8'3" x 23'0"	503.75 sq ft	
	P.1.1	THE MAIN Logo Sign	(Logo) THE MAIN	Reverse Channel Letters	Halo Illumination	6'10" x 6'10"	46.69 sq ft	
	P.1.2	Hilton Logo Sign	HILTON	Reverse Channel Letters	Halo Illumination	7'0" x 2'0"	14 sq ft	
	P.1.3	Saltine Logo Sign	SALTINE Shellfish, Seafood, Spirits	Reverse Channel Letters	Halo Illumination	6'7" x 3'3"	21.4 sq ft	
	P.1.4	Varia Logo Sign	VARIA Modern Trattoria & Wine Studio	Reverse Channel Letters	Halo Illumination	7'10" x 3'9"	29.37 sq ft	
	P.1.5	Exchange Logo Sign	EXCHANGE Confront. Educate. Collaborate	Reverse Channel Letters	Halo Illumination	7'0" x 1'8 1/2"	12.25 sq ft	
	P.1.6	Grain Logo Sign	GRAIN Biergarten & lounge	Reverse Channel Letters	Halo Illumination	4'6 1/2" x 2'6"	11.35 sq ft	
	TOTAL						1673.06 sq ft	
						CODE ALLOWABLE SIGNAGE	2,400 sq ft	

BUILDING SIGNAGE TABLE, PART 2

THE MAIN
IDENTIFICATION

P.7



P.6

HILTON
IDENTIFICATION

P.1.1

P.1.2

P.1.3

P.1.4

P.1.5

P.1.6

P.5

PEDESTRIAN
WAYFINDING SIGN

PARKING ENTRANCE
IDENTIFICATION SIGNAGE

P.2

PARKING BAND

P.2b

P.3

PARKING
BLADE
SIGN

P.3b

PARKING
LOT FULL
SIGN

P.1.7

PARKING
WAYFINDING
SIGNAGE

P.4

HOTEL EMPLOYEE
ENTRANCE SIGN

THE MAIN SIGNAGE PLAN PLUME STREET ELEVATION

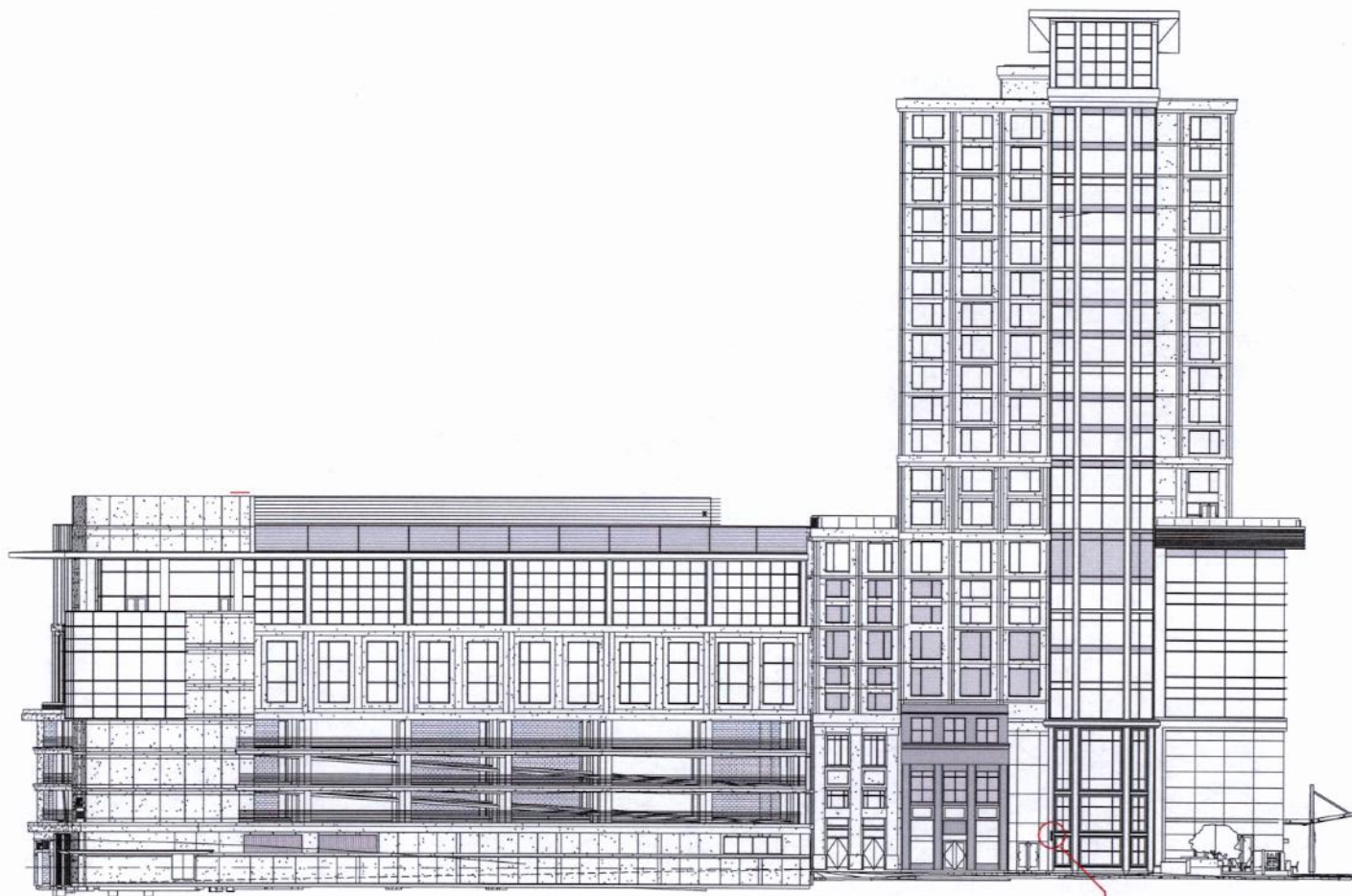
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JANUARY 14, 2016
5.5

THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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G.2 SALTINE RESTAURANT
BLADE SIGN

THE MAIN SIGNAGE PLAN WEST ELEVATION GRANBY STREET ELEVATION

G.0

DECEMBER 28, 2015
6

THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD, GRAPHIK DESIGN
PHGD.COM



HILTON
IDENTIFICATION SIGN

M.9

Hilton

GRAIN RESTAURANT SIGN

M.8

MONOLITH SIGN WITH
WAYFINDING

M.1

HOTEL ENTRANCE PLAQUE

M.7

M.4

VARIA GROUND
MOUNTED SIGN

M.6

THE MAIN, HOTEL, CONFERENCE CENTER
& RESTAURANT ID VINYL ON GLASS

M.3a

M.3b

M.3c

M.3d

DISK SIGNS ATTACHED TO
BOTH SIDES OF SUPPORT

THE MAIN SIGNAGE PLAN SOUTH ELEVATION

MAIN STREET ELEVATION

M.0

DECEMBER 28, 2015
7

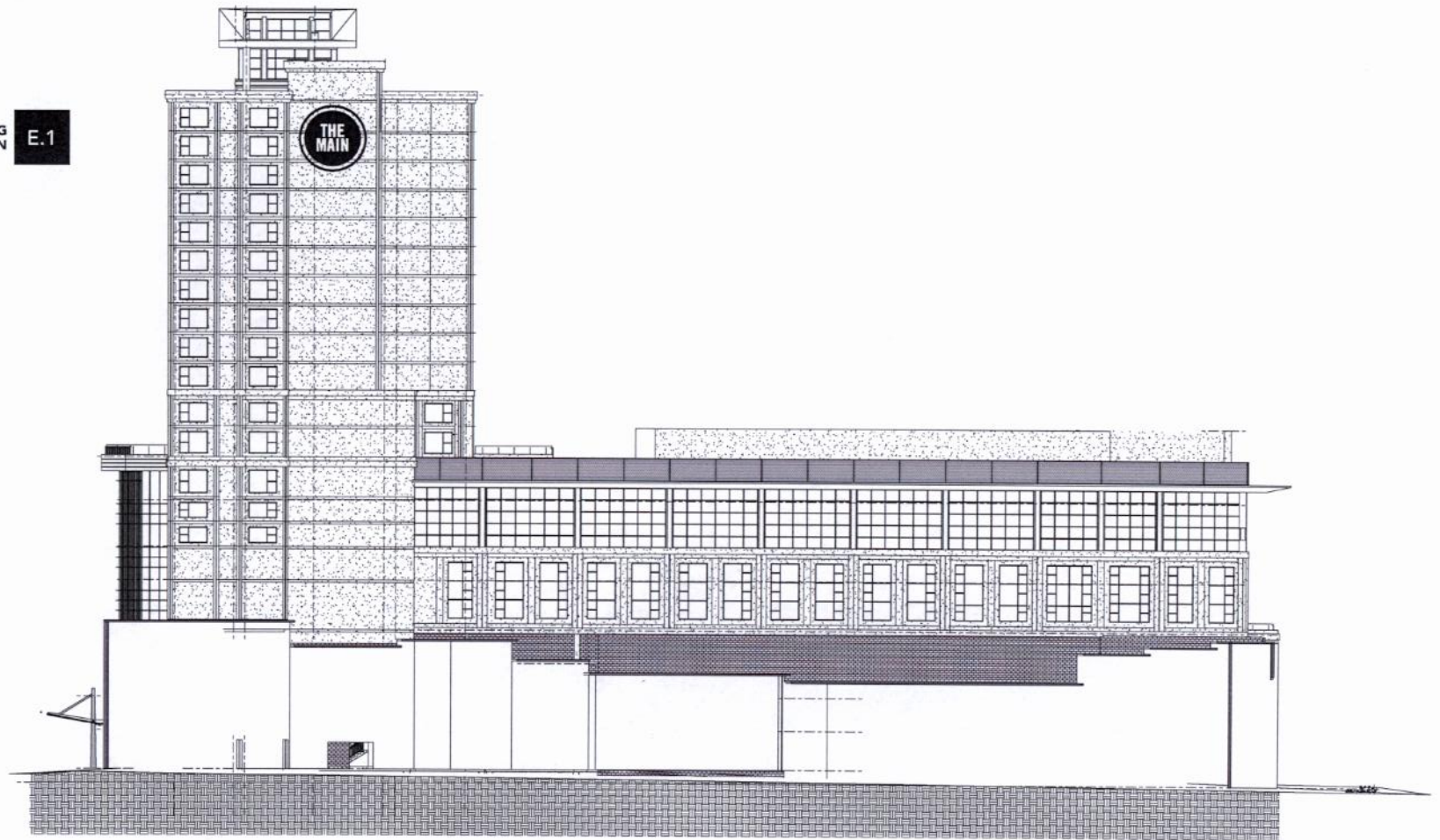
THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
PHGD.COM



THE MAIN BUILDING
ID SIGN

E.1



THE MAIN SIGNAGE PLAN EAST ELEVATION

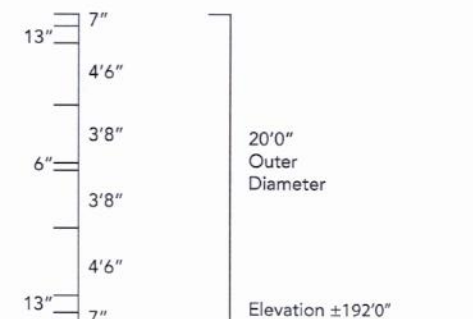
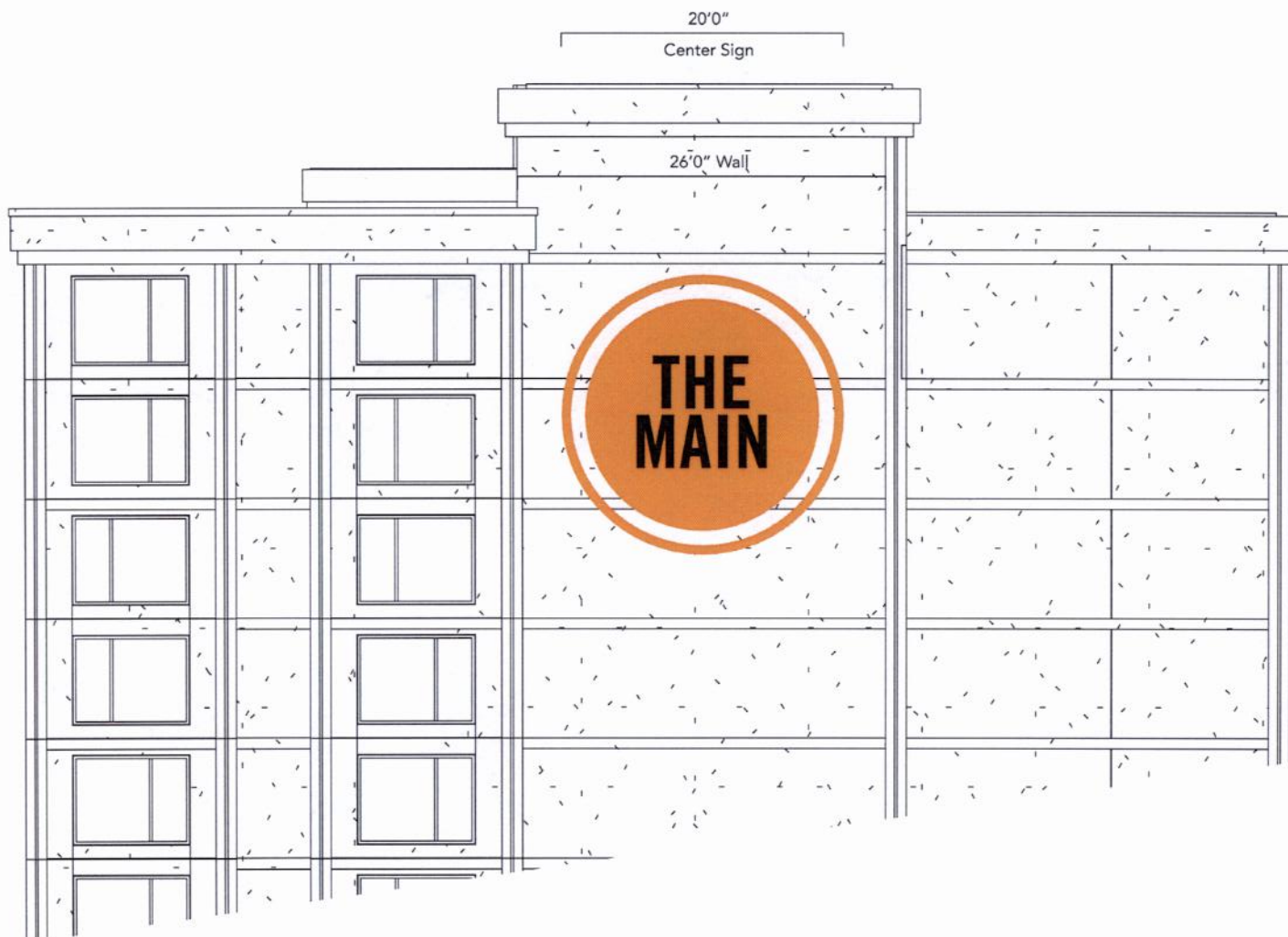
E.0

DECEMBER 28, 2015
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIX DESIGN
PHGD.COM





SIGNAGE FABRICATION SPECIFICATIONS

SIGN CONSTRUCTION
20'0" Diameter, 5" Deep, Channel Logo.

COLOR
Brand Yellow

ELECTRICAL
WHITE LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.
All illuminated signage require client's electrician to furnish & install a complete photocell and/or time clock to allow signs to operate at designated intervals.
NO SIGN SHALL OPERATE ON A 24/7 BASIS.

MOUNTING:
Mounted direct to wall. Show connection to building in shop drawings. To be coordinated with architect.

THE MAIN SIGN EAST ELEVATION

Scale: 1/8" = 1'0"

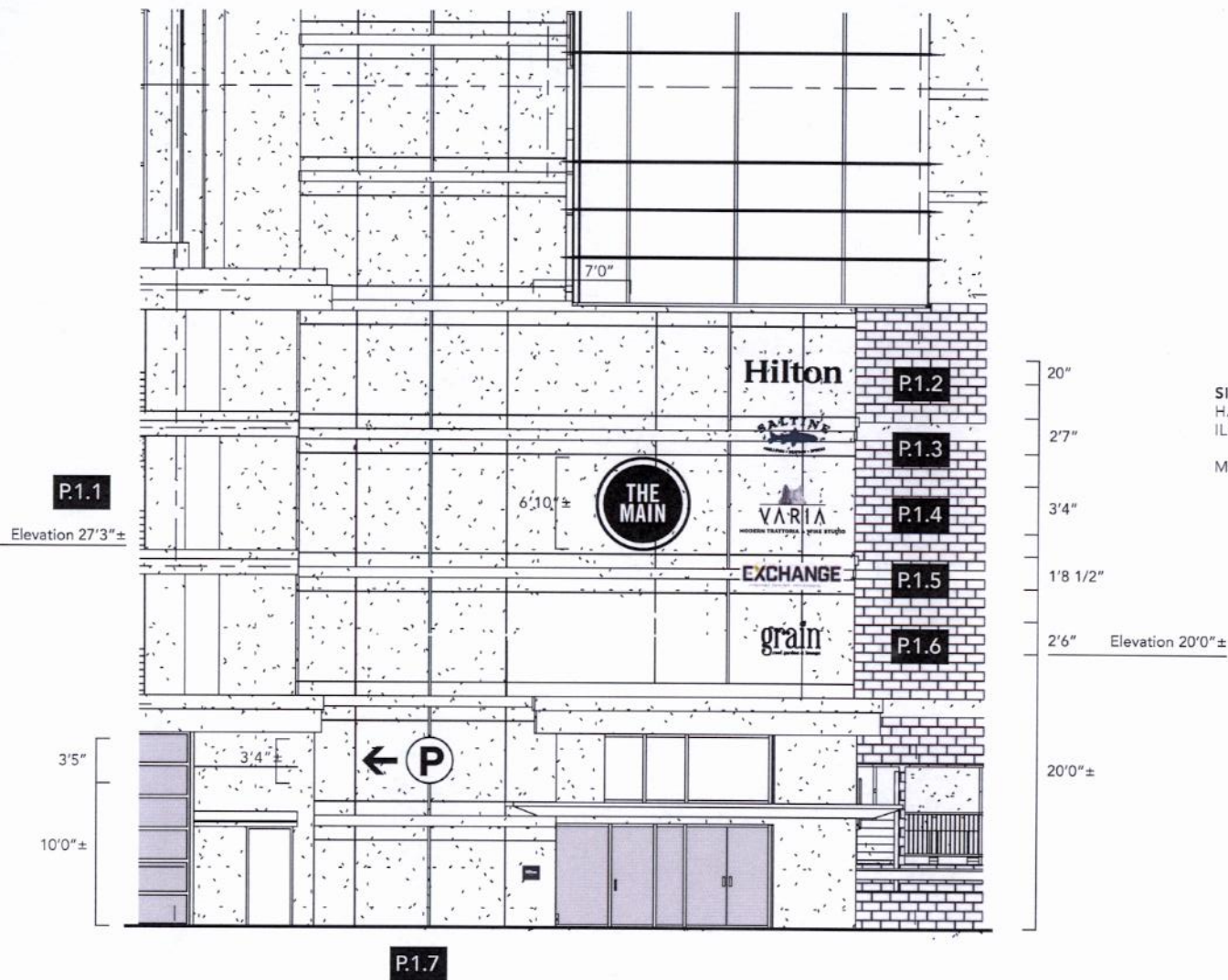
E.1

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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SIGN CONCEPT:
HALO-LIT CHANNEL LETTERS WITH WHITE LED
ILLUMINATION BACK-LIGHTING LETTERS.
MOUNTED DIRECT TO BUILDING WALL.

WAYFINDING WALL PLUME STREET ELEVATION
Scale: 1/8" = 1'0"

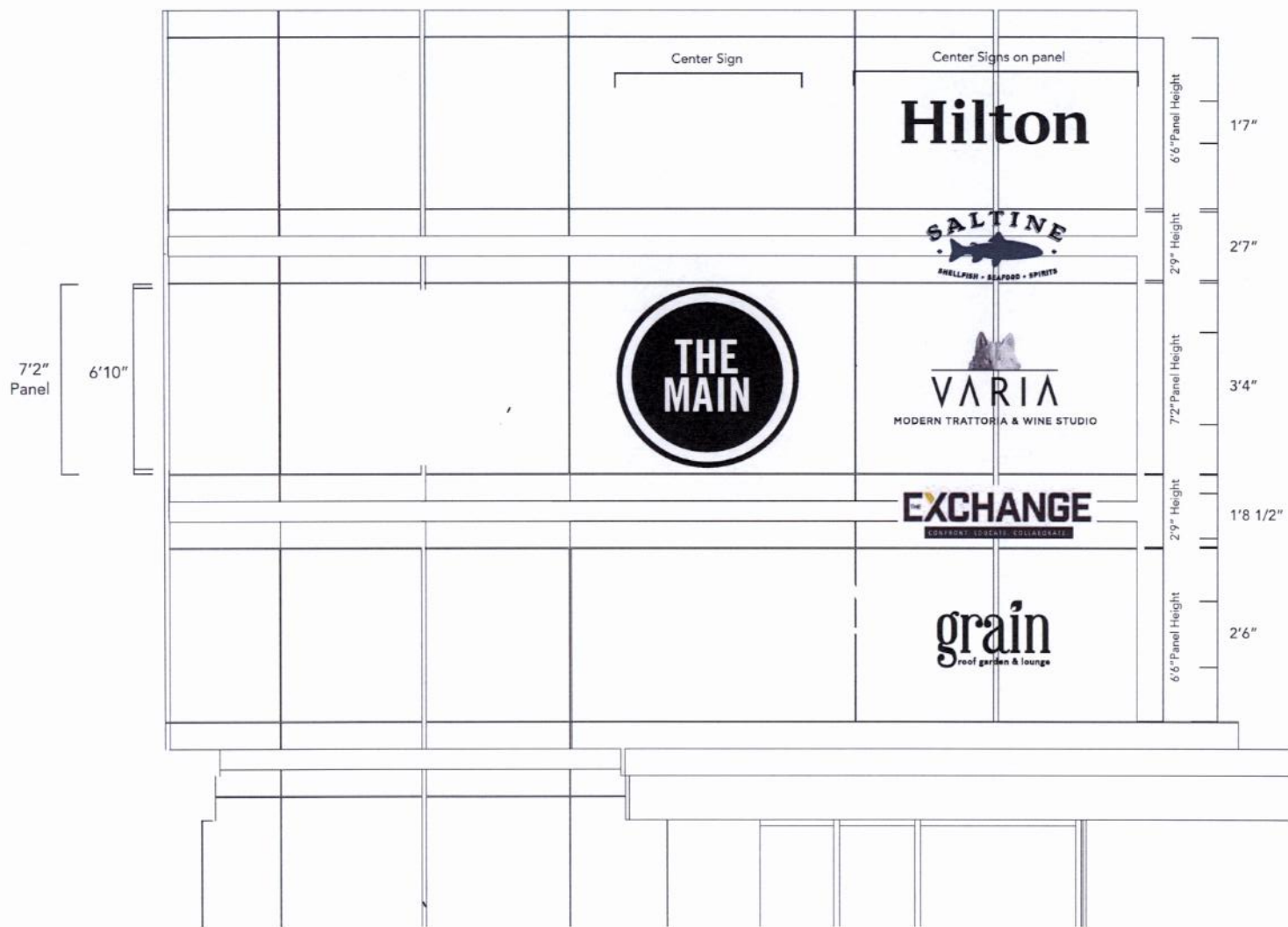
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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SIGNAGE FABRICATION SPECIFICATIONS

Halo-lit Channels Letters

SIGN CONSTRUCTION

5" Deep, Aluminum Halo-lit Reverse Channel Letters.
pin-mounted away 1 1/2" – 2" from wall surface.
White LED Illumination.

COLOR

The Main: Brand Yellow
All others in individual Brand Colors

ELECTRICAL

LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:

Mounted direct to wall. Show connection to building
in shop drawings. To be coordinated with architect.

WAYFINDING WALL PLUME STREET ELEVATION
Scale: 1/4" = 1'0"

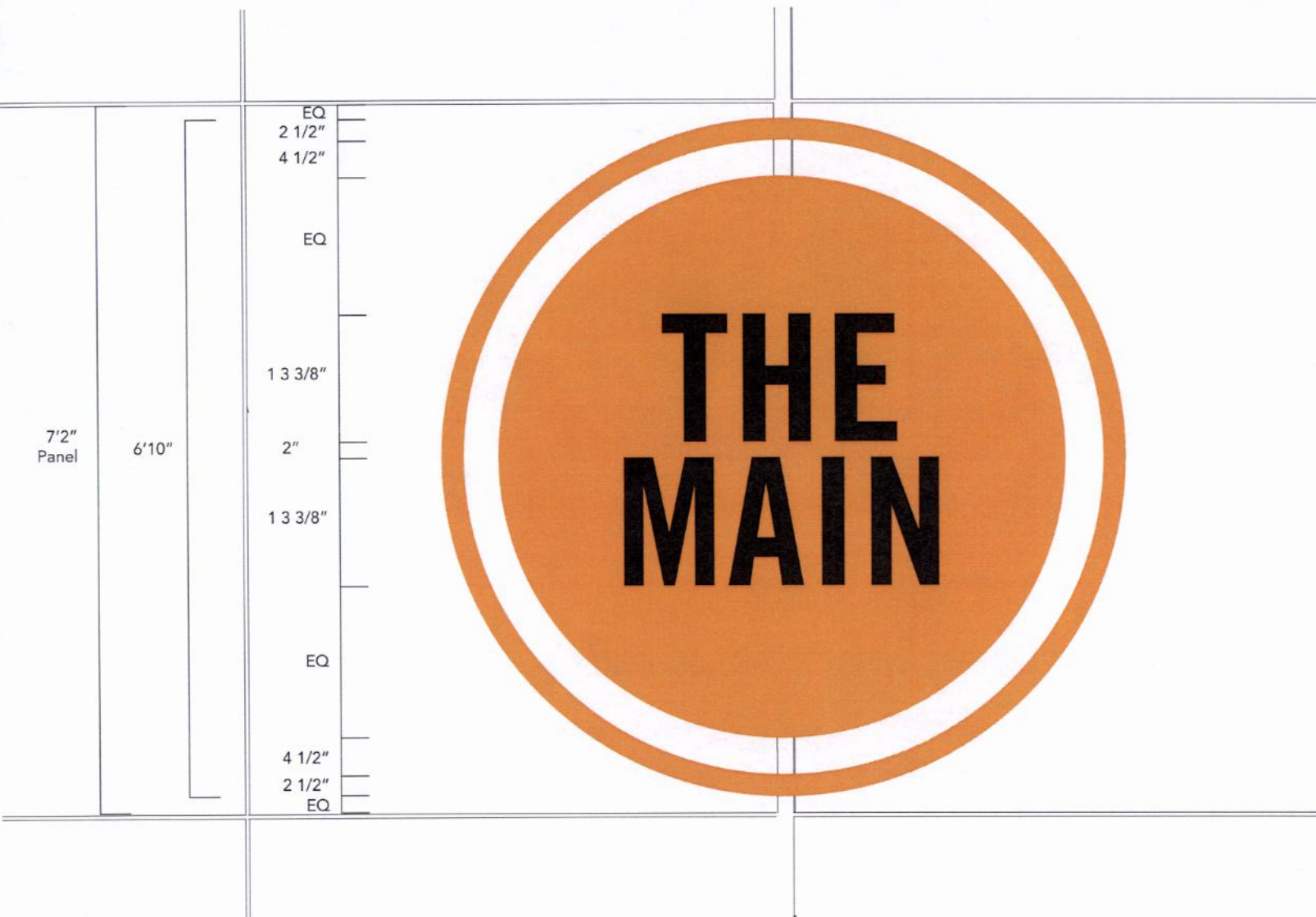
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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MOUNTING SECTION
PLACEHOLDER

SIGNAGE FABRICATION SPECIFICATIONS

Halo-lit Channel Letters

SIGN CONSTRUCTION
5" Deep, Aluminum Halo-lit Reverse Channel Letters.
pin-mounted away 1 1/2" to wall surface.
White LED Illumination.

COLOR
Background to match Brand Yellow
Type to match Black

ELECTRICAL
LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign

MOUNTING:
Mounted direct to wall. Show connection to building
in shop drawings. To be coordinated with architect.

WAYFINDING WALL THE MAIN DETAIL
Scale: 1" = 1'0"

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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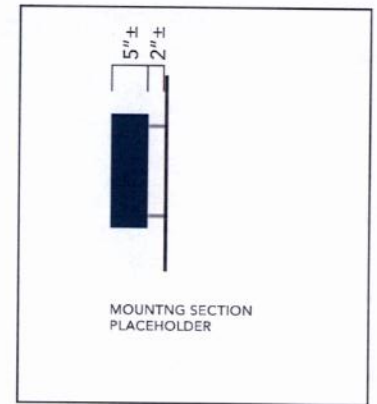
6'6" Panel Height

Center Signs on panel

7'0"±

Hilton

EQ



2'0"±

SIGNAGE FABRICATION SPECIFICATIONS

Halo-lit Channels Letters

SIGN CONSTRUCTION
5" Deep, Aluminum Halo-lit Reverse Channel Letters.
pin-mounted away 1 1/2"– 2" to wall surface.
White LED Illumination.

COLOR
Background to match Hilton Blue

EQ

ELECTRICAL
LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:
Mounted direct to wall. Show connection to building
in shop drawings. To be coordinated with architect.

P.1.2

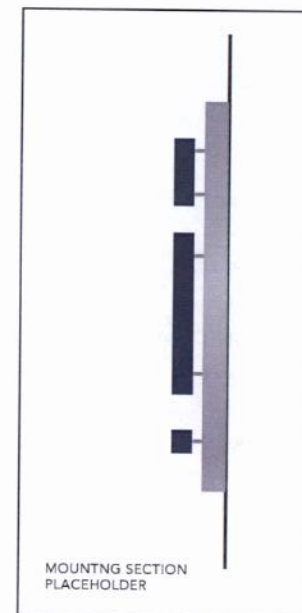
WAYFINDING WALL HILTON DETAIL
Scale: 1" = 1'0"

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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SIGNAGE FABRICATION SPECIFICATIONS

Halo-lit Channels Letters

SIGN CONSTRUCTION

5" Deep, Aluminum Halo-lit Reverse Channel Letters,
pin-mounted away 1 1/2"– 2" from background panel.
White LED Illumination.

COLOR

Background to match Blue PMS 7694

ELECTRICAL

LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:

Mounted direct to wall. Show connection to building
in shop drawings. To be coordinated with architect.

7'2" Panel Height

Center Sign on panel



MODERN TRATTORIA & WINE STUDIO

4'9"

7'10"

EQ

EQ

1'5"

1"
3"

3'9"±

13"

3"

8"

EQ

EQ

MOUNTING SECTION
PLACEHOLDER

SIGNAGE FABRICATION SPECIFICATIONS

SIGN CONSTRUCTION
5" Deep Aluminum, Halo-lit
Reverse Channel Letters.
Pin-mounted away 1 1/2" – 2"
from wall surface.
White LED Illumination.
"MODERN TRATTORIA & WINE STUDIO"
To be 8" x 7'10" Reverse Channel Panel
with 3/4" push-thru acrylic letters

COLOR
TBD

ELECTRICAL
LED Illumination.
Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign

MOUNTING:
Mounted direct to wall.
Show connection to building in shop drawings.
To be coordinated with architect.

WAYFINDING WALL
Scale: 1" = 1'0"

VARIA DETAIL

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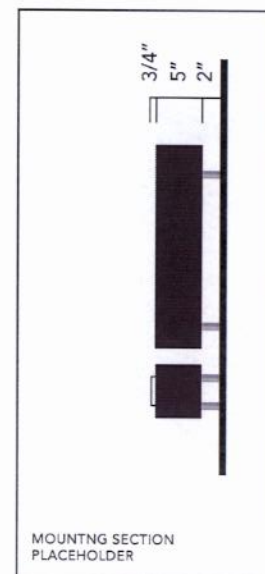
THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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2'9" Panel Height

Center Signs on panel



SIGNAGE FABRICATION SPECIFICATIONS

SIGN CONSTRUCTION

5" Deep Aluminum, Halo-lit Reverse Channel Letters.
Pin-mounted away 1 1/2" – 2" from wall surface.
White LED Illumination.
"CONFRONT. EDUCATE. COLLABORATE"
To be 5" x 5'6 1/2" Reverse Channel Panel
with 3/4" push-thru acrylic letters

COLOR

Yellow TBD
Grey TBD

ELECTRICAL

LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:

Mounted direct to wall.
Show connection to building in shop drawings.
To be coordinated with architect.

WAYFINDING WALL EXCHANGE DETAIL
Scale: 1" = 1'0"

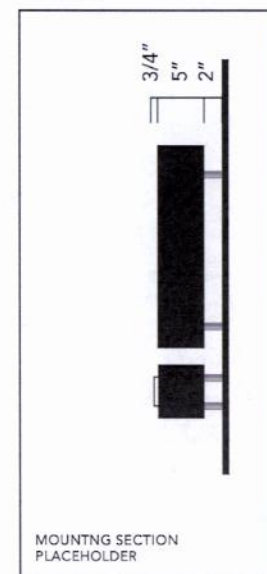
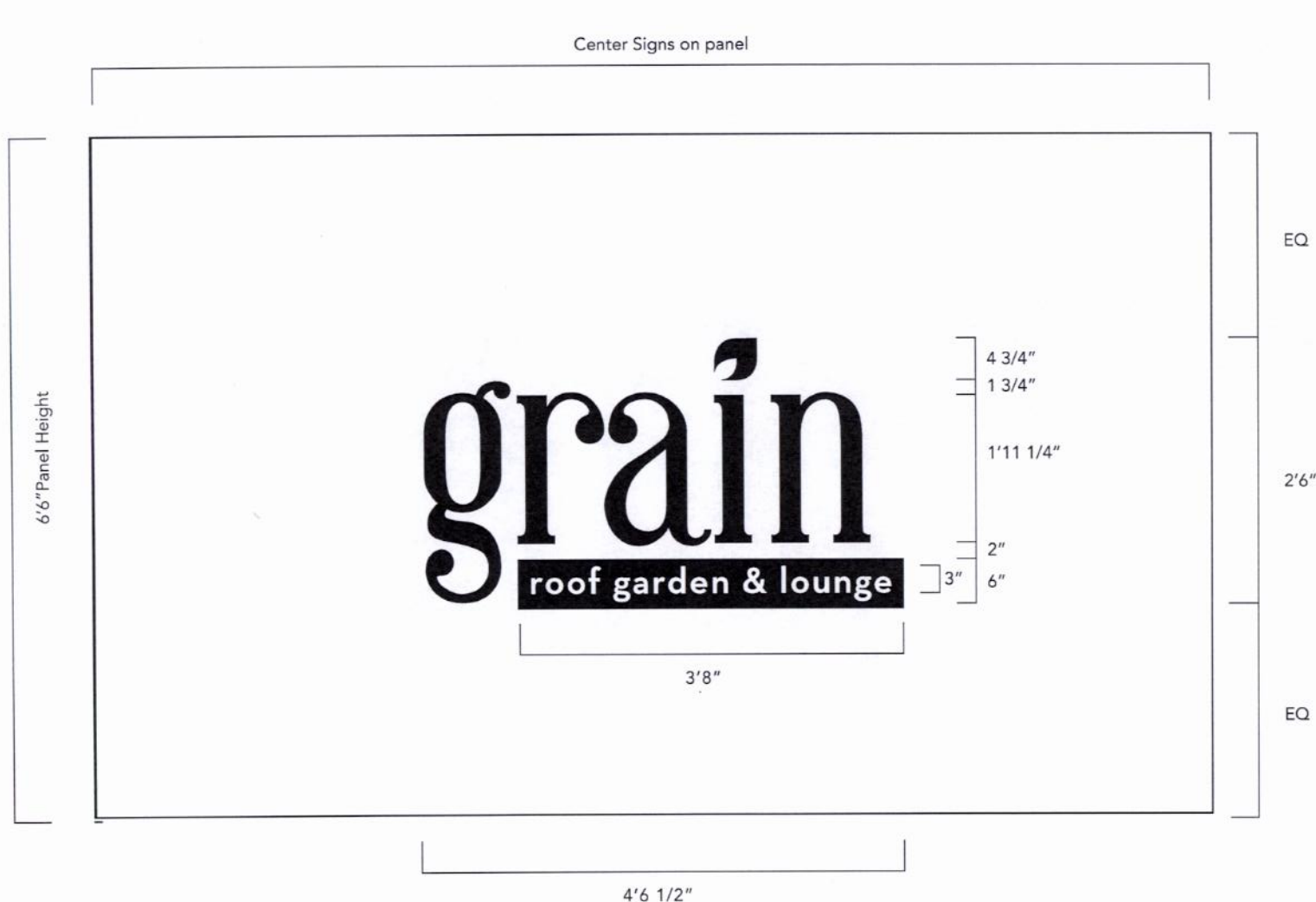
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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SIGNAGE FABRICATION SPECIFICATIONS

SIGN CONSTRUCTION
5" Deep Aluminum, Halo-lit Reverse Channel Letters.
Pin-mounted away 1 1/2" – 2" from wall surface.
White LED Illumination.
"roof garden & lounge"
To be 6" x 3'8" Reverse Channel Panel
with 3/4" push-thru acrylic letters

COLOR
TBD Based on Final logo

ELECTRICAL
LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:
Mounted direct to wall.
Show connection to building in shop drawings.
To be coordinated with architect.

WAYFINDING WALL GRAIN DETAIL
Scale: 1" = 1'0"

P.1.6

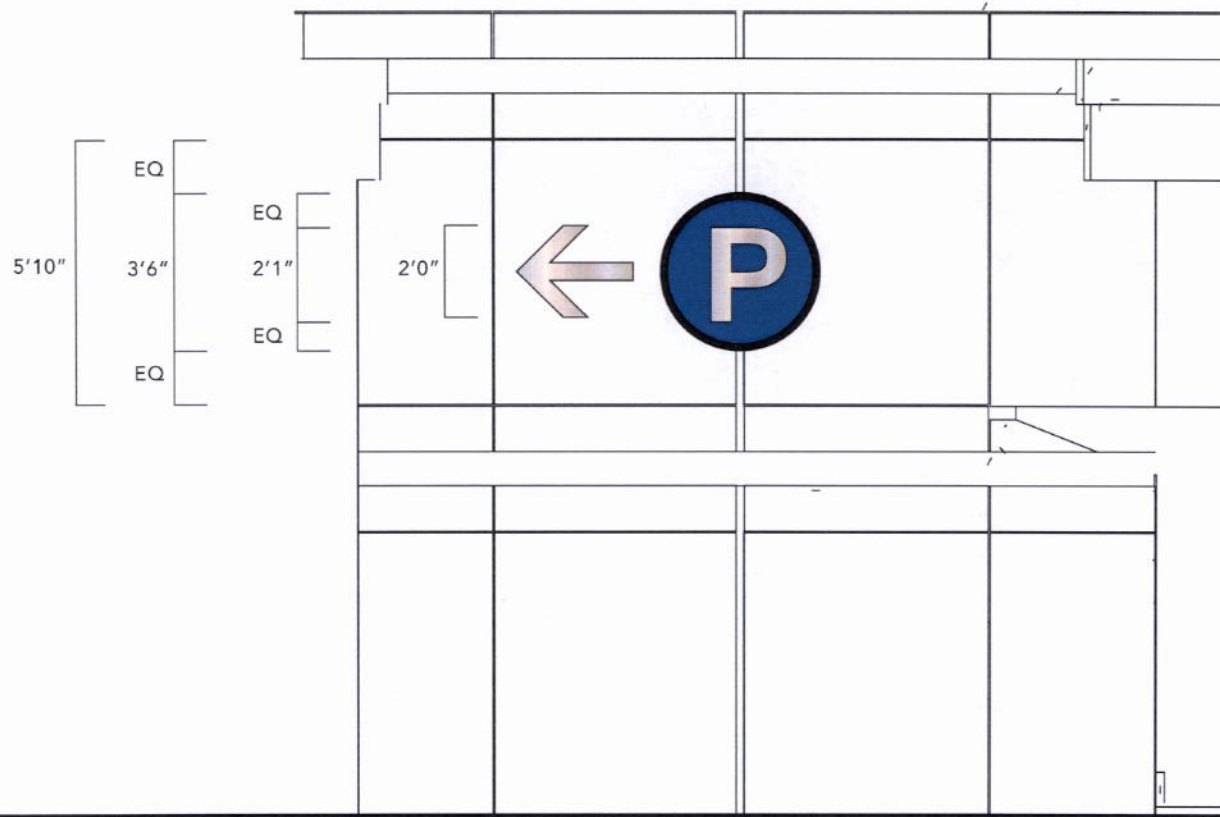
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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Center Disk on reveal



**SIGNAGE
FABRICATION SPECIFICATIONS**

SIGN CONSTRUCTION

5" Deep Aluminum, Halo-lit Reverse Channel Letters.
Pin-mounted away 1 1/2" - 2" from background ask.
White LED Illumination.

COLOR

Background to match "Parking" Blue
"P" To match metallic silver

ELECTRICAL

LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:

Mounted direct to wall.
Show connection to building in shop drawings.
To be coordinated with architect.

WAYFINDING WALL PARKING DISC AND ARROW
Scale: 3/8" = 1'0"

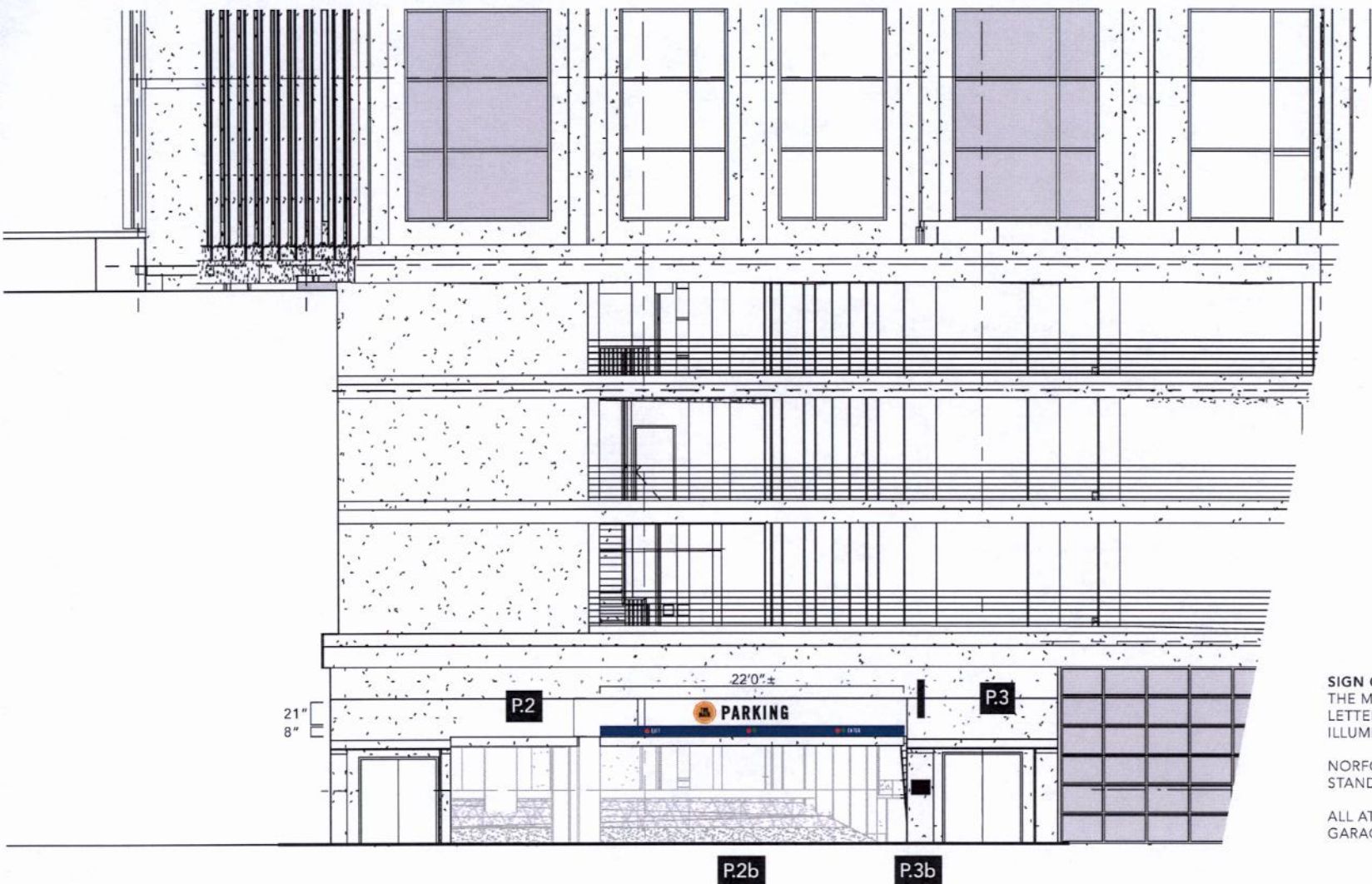
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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SIGN CONCEPT:
THE MAIN LOGO & HALO-LIT CHANNEL
LETTERS WITH WHITE LED
ILLUMINATION BACK-LIGHTING LETTERS

NORFOLK PARKING BAND TO MATCH
STANDARD BLUE AND RED & GREEN LIGHTS

ALL ATTACH TO BUILDING AT PARKING
GARAGE ENTRANCE

P.3

P.2

PARKING ENTRANCE IDENTIFICATION & NORFOLK PARKING BAND SIGN PLUME STREET ELEVATION
Scale: 1/8" = 1'0"

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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PARKING BAND LIGHTING
Red & Green lights indicating lane direction as required by City of Norfolk.

The Center Lane to have a red and a green light because it is a swing lane.
The Right Entry lane to have a red and green light so all lanes can be closed if necessary.
The Left Exit lane to only have a red light because it will be used for exit only traffic

PARKING ENTRANCE IDENTIFICATION PLUME STREET ELEVATION
Scale: 1/4" = 1'0"

SIGNAGE FABRICATION SPECIFICATIONS

Halo-lit Channels Letters

SIGN CONSTRUCTION
5" Deep, Aluminum Halo-lit Reverse Channel Letters.
pin-mounted away 1 1/2"-2" from wall surface.
White LED Illumination.

COLOR
LOGO: Background painted Brand Yellow
PARKING: Text to be Black

BAND
Color to Match Norfolk Standard Blue/Green
with white lettering.
Red & Green lights as required by Norfolk.

ELECTRICAL
LED Illumination. Build to UL specifications.
Show in shop drawings.

MOUNTING:
Mount direct to building panel above entrance to garage.
Show connection to building in shop drawings.
To be coordinated with architect.

P.2

P.2b

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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22'0" Span

21"

6"

5'2"

36"
Wall
Panel

21"



PARKING

EQ

12"

EQ

● EXIT



● ● ENTER

EQ
4"
EQ } 8"

PARKING ENTRANCE IDENTIFICATION DETAIL
Scale: 1/2" = 1'0"

P.2

P.2b

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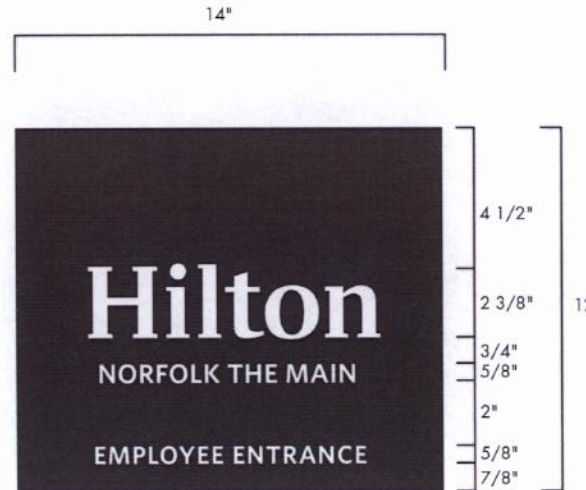
THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

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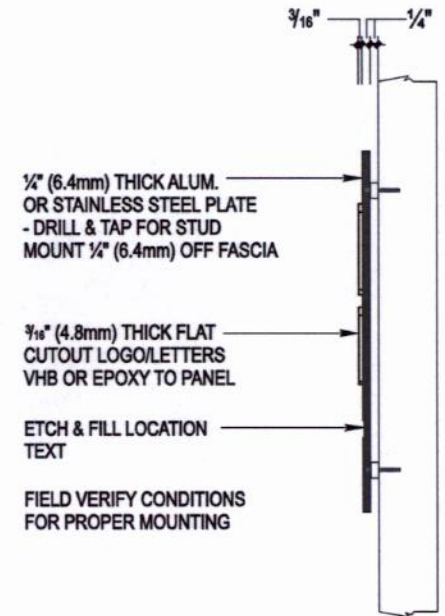
EMPLOYEE ENTRANCE IDENTIFICATION PLUME STREET ELEVATION
Scale: 1/2" = 1'0"

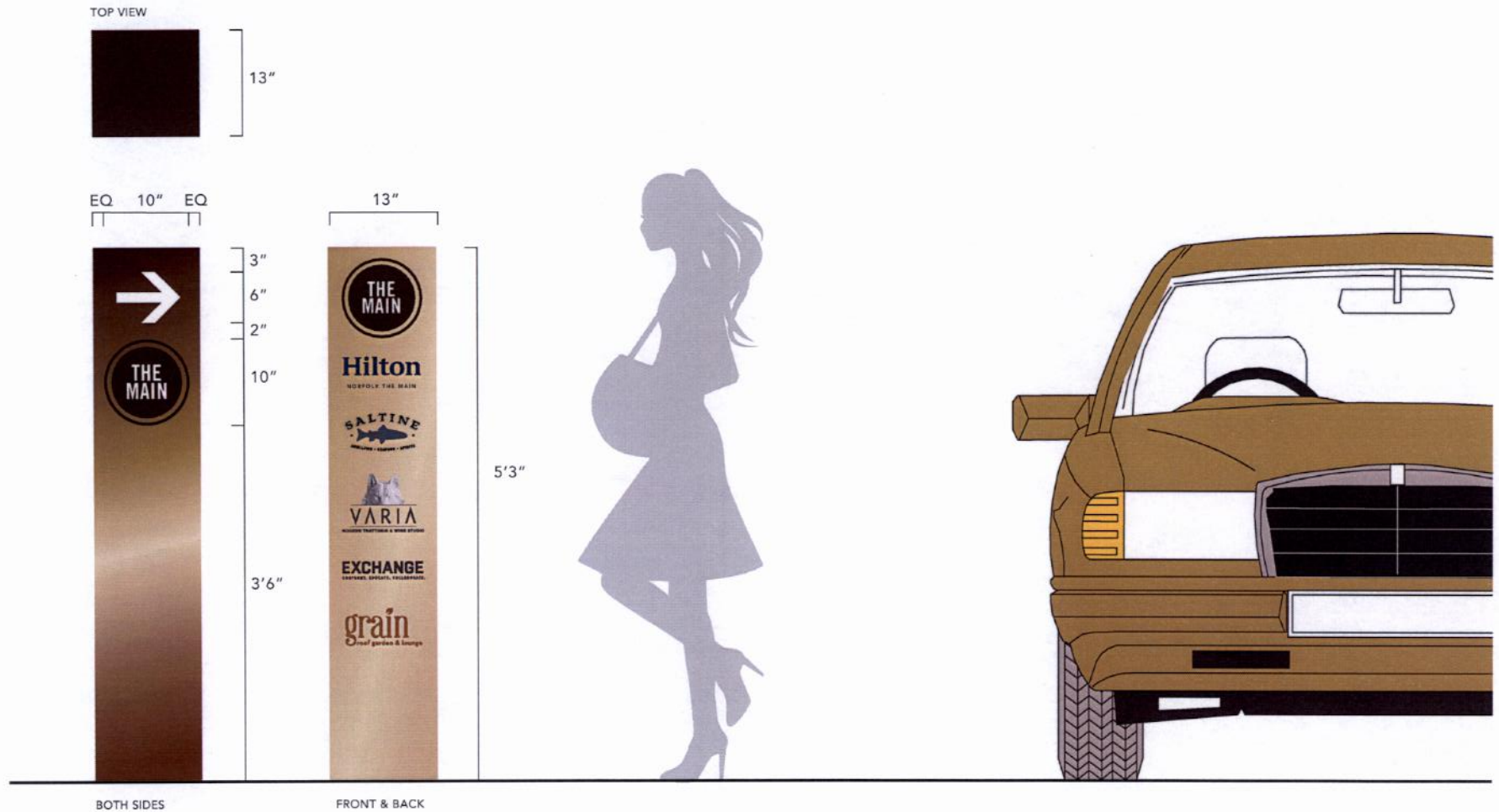


EMPLOYEE ENTRANCE ID SIGN DETAIL
Scale: 1/4" = 1"

Elevation

- 1 1/2" (6.4mm) THICK ALUM. PANEL PAINTED AKZO SIGN91431 GRAY METALLIC (PAINT SAMPLE AVAILABLE UPON REQUEST) W/ SATIN FINISH
- FLAT CUTOUT ALUM. LOGO/LETTERS PTD. SATIN WHITE.
- LOCATION TEXT TO BE ETCHED & FILLED SATIN WHITE.
- 2 1/2" (6.4mm) THICK STAINLESS STEEL W/ FINE #4 BRUSH FINISH.
- FLAT CUTOUT ALUM. LOGO/LETTERS PAINTED PMS 540c W/ SATIN FINISH.
- LOCATION TEXT ETCHED & FILLED AKZO SIGN60155 DARK BLUE (PMS 540c = RAL 5022) W/ SATIN FINISH.





PEDESTRIAN WAYFINDING SIGN AT CORNER OF PLUME & GRANBY ELEVATION
Scale: 1" = 1'0"



SIGN CONSTRUCTION:
 ALUMINUM CHANNEL LETTER CONSTRUCTION.
 ACRYLIC FACES TO BE HILTON BLUE DURING DAY
 ILLUMINATED WHITE AT NIGHT

HOTEL IDENTIFICATION PLUME STREET "ROOFTOP" ELEVATION
 Scale: 1/16" = 1'0"



HOTEL IDENTIFICATION PLUME STREET "ROOFTOP" DETAIL
Scale: 1/4" = 1'0"

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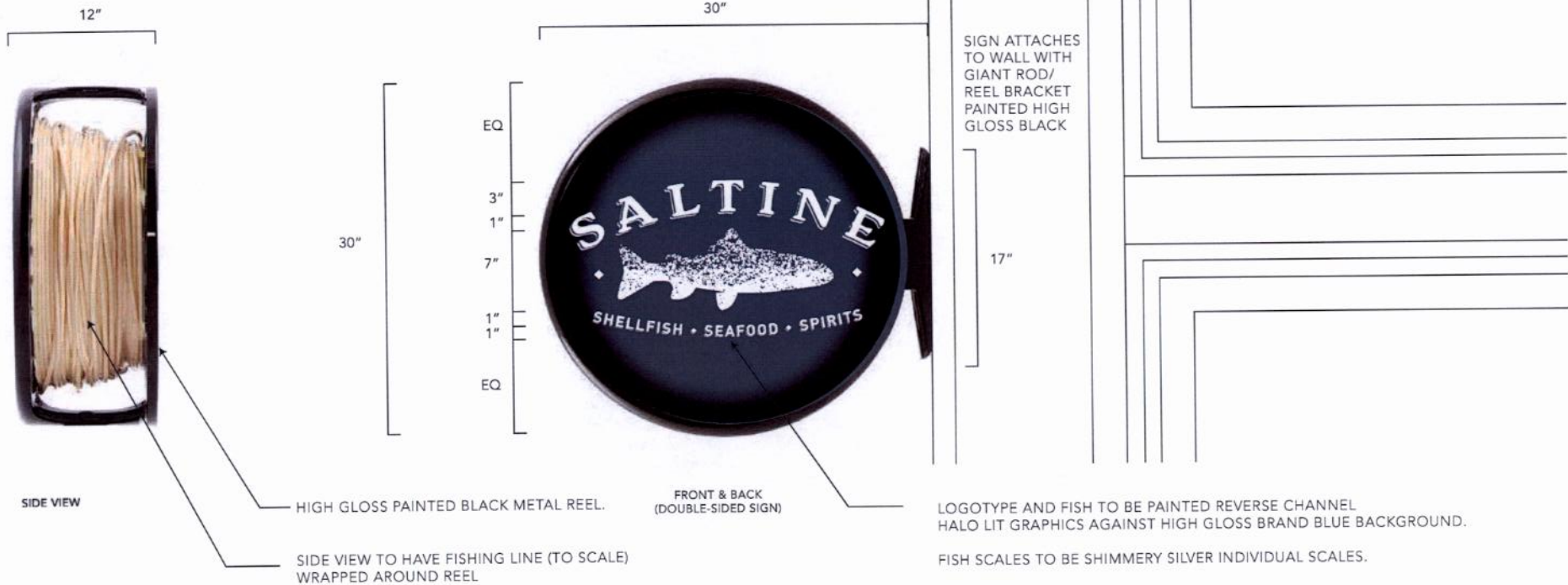
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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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SIGN FABRICATION
 CUSTOM FABRICATED
 INTERNALLY ILLUMINATED BLADE SIGN
 PAINTED ALUMINUM FISHING REEL BRACKET
 AND "FISHING LINE" AROUND BLADE SIGN "REEL"



SALTINE RESTAURANT WAYFINDING & IDENTIFICATION SIGNAGE GRANBY STREET
 Scale: 1/8" - 1'0"



AKZO SIGN FINISHES
LIGHT BRONZE



AKZO SIGN FINISHES
BRASS



AKZO SIGN FINISHES
DARK BRONZE



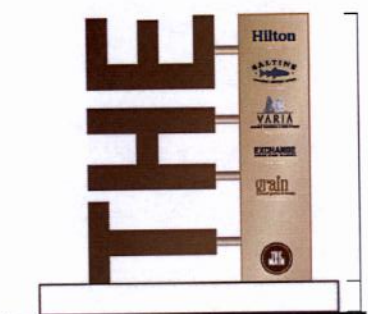
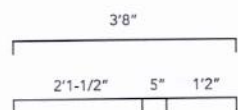
AKZO SIGN FINISHES
COPPER



AKZO SIGN FINISHES
BRASS



AKZO SIGN FINISHES
STEEL GREY



SIDE VIEW



FRONT VIEW

EACH LETTER TO BE PAINTED
DIFFERENT WARM METAL COLOR



SIGN CONCEPT:
"THE MAIN" DIMENSIONAL
MONOLITHIC LOGO SIGN WITH
HILTON, EXCHANGE CONFERENCE CENTER,
& RESTAURANT IDENTIFICATION
AND WAYFINDING AT CORNER
OF POCKET PARK.

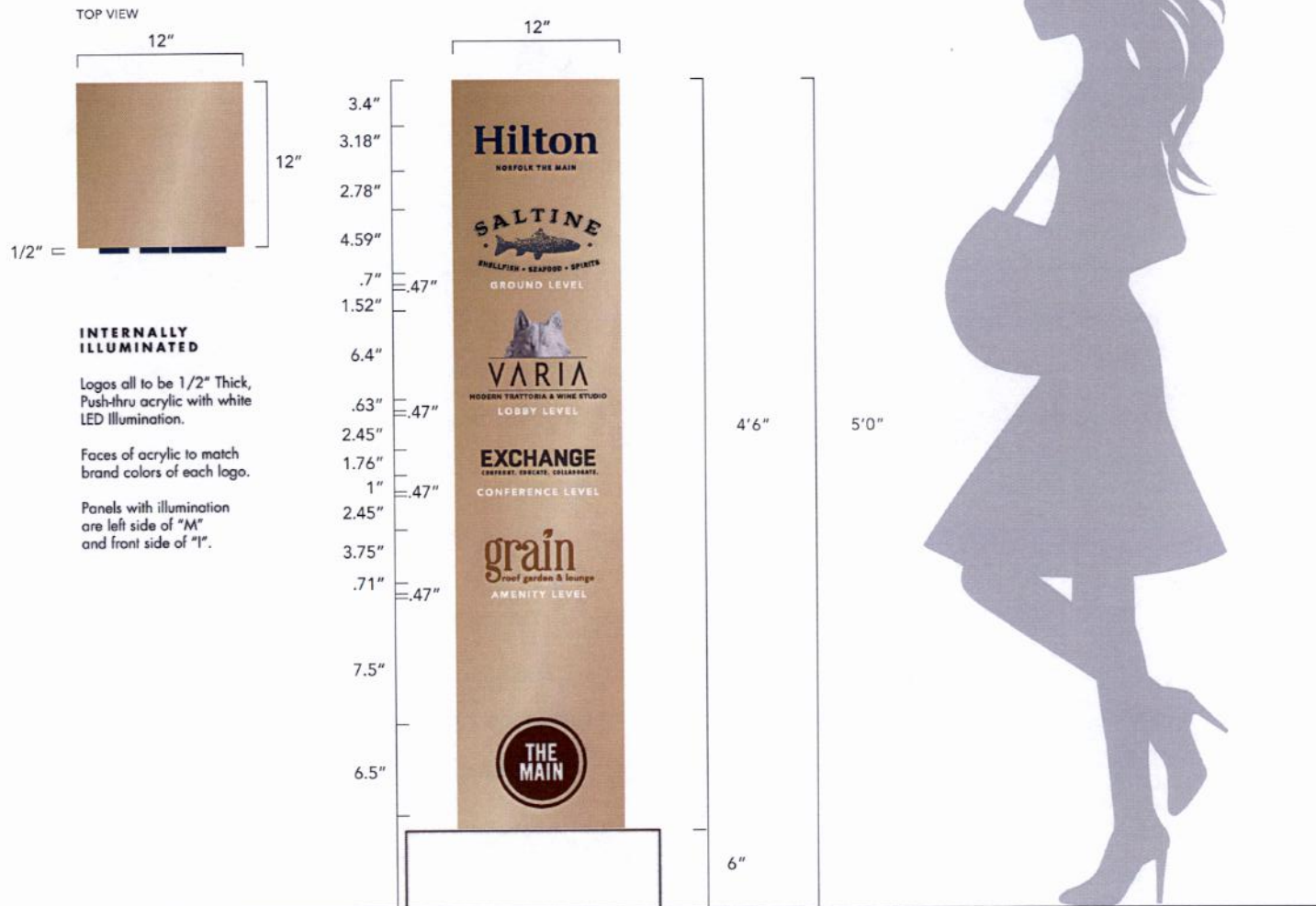
ILLUMINATED SIGN PANELS
WAYFINDING PANELS TO APPEAR
ON SIDE OF "M" FACING GRANBY
& ON THE FRONT OF THE "I" FACING
MAIN. WAYFINDING PANELS TO BE
INTERNALLY ILLUMINATED.
LOGOS TO BE 1/2" PUSH-THRU ACRYLIC
WITH BRAND COLOR FACES.

FABRICATED METAL SIGN WITH
EXPOSED WELDS



THE MAIN MONOLITH SIGN ELEVATION
Scale: 1/2" = 1'0"

SIZE
72.75SF



SIGNAGE FABRICATION SPECIFICATIONS

Graphics Wayfinding Panel

SIGN CONSTRUCTION
12"x 4'6" Baked Enamel Sign Panel

COLOR
Background painted to match AKZO Light Bronze
Logos to illuminate full color Brand ID colors

COLOR OPTION:
Logos all to be illuminated white

ILLUMINATION
Logos all to be 1/2" Thick, Push-thru acrylic with white LED Illumination.

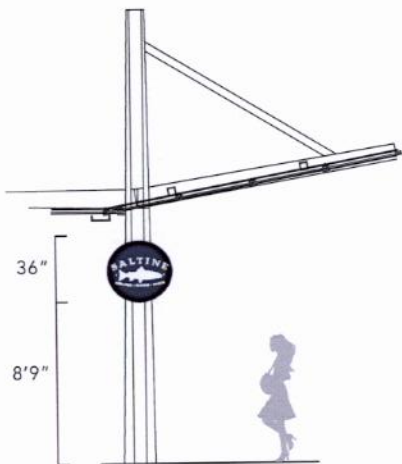
MOUNTING:
Sleeves into 6" concrete base.
Base by others.

POWER REQUIRED TO BE PULLED TO SIGN

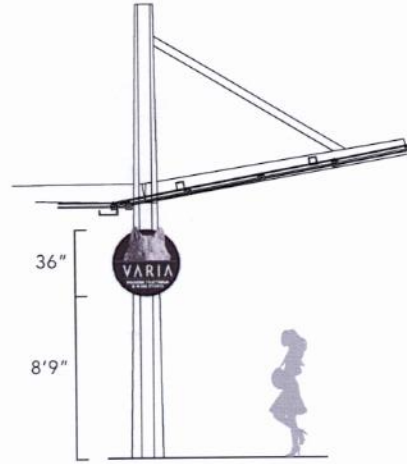
MONOLITH SIGN
Scale: 1/8" = 1"

DETAIL OF INTERNALLY ILLUMINATED WAYFINDING PANELS

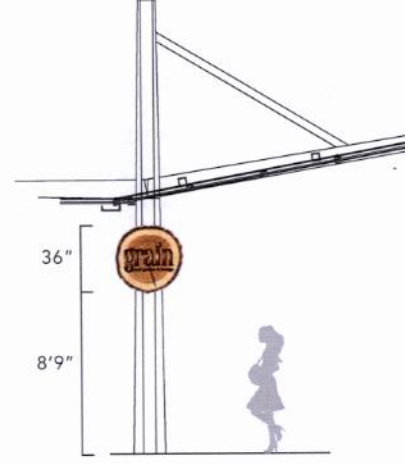
NOTE:
POWER TO BE PULLED TO EACH SIGN



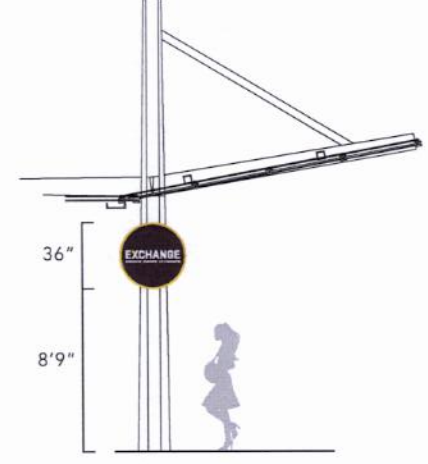
SIGN LOCATION M.3A
SIGNS INSTALLED ON BOTH SIDES OF SUPPORT
INTERNALLY ILLUMINATED



SIGN LOCATION M.3B
SIGNS INSTALLED ON BOTH SIDES OF SUPPORT
INTERNALLY ILLUMINATED



SIGN LOCATION M.3C
SIGNS INSTALLED ON BOTH SIDES OF SUPPORT
INTERNALLY ILLUMINATED



SIGN LOCATION M.3D
SIGNS INSTALLED ON BOTH SIDES OF SUPPORT
INTERNALLY ILLUMINATED

INTERNALLY ILLUMINATED RESTAURANT AND CONFERENCE CENTER IDENTIFICATION DISK SIGNS AT MAIN ENTRANCE OFF MAIN STREET
Scale: 3/16" = 1"



SIGNAGE FABRICATION SPECIFICATIONS

Internally Illuminated Disc Signs

SIGN CONSTRUCTION

36" Diameter x 3" - 4" Deep
Painted aluminum disc signs with 3/4" push-thru graphics.
White LED Illumination.
Backs to be finished painted aluminum

COLOR

Painted Brand ID colors

MOUNTING:

Mounts to both sides of the vertical supports.
CONNECTION TO BE COORDINATED WITH
CANOPY SHOP DRAWINGS. Fabricator to show
all connections in shop drawings.

INTERNALLY ILLUMINATED RESTAURANT AND CONFERENCE CENTER IDENTIFICATION DISK SIGNS AT MAIN ENTRANCE OFF MAIN STREET
Scale: 1/8" = 1"

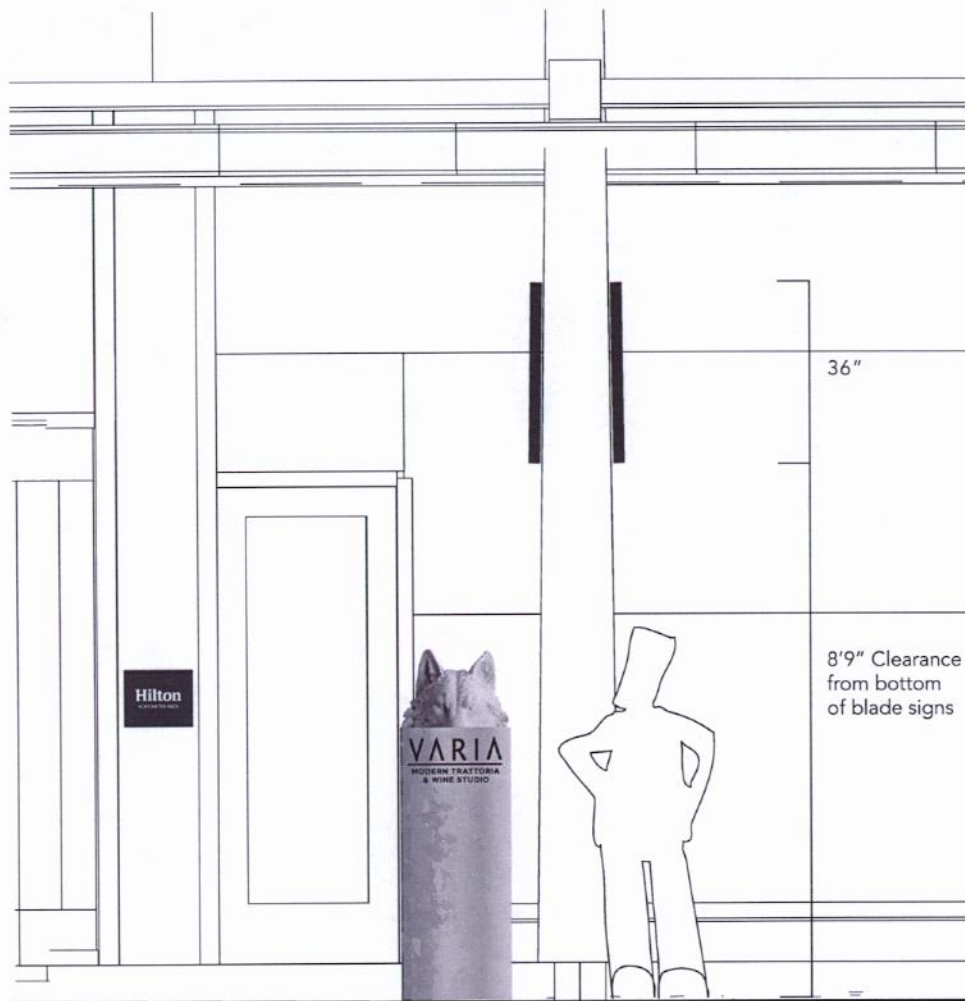
M.3

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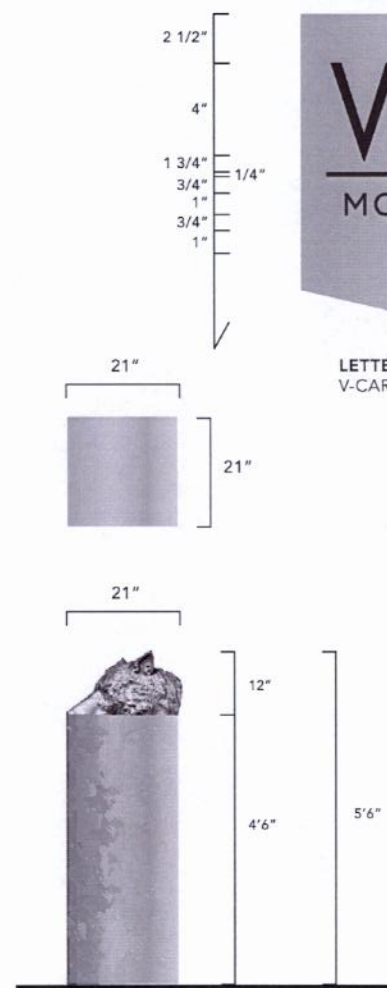
THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
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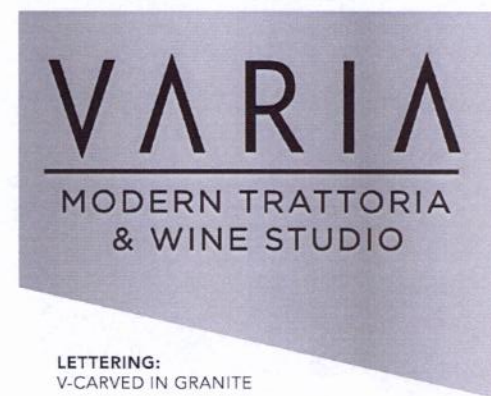




FRONT



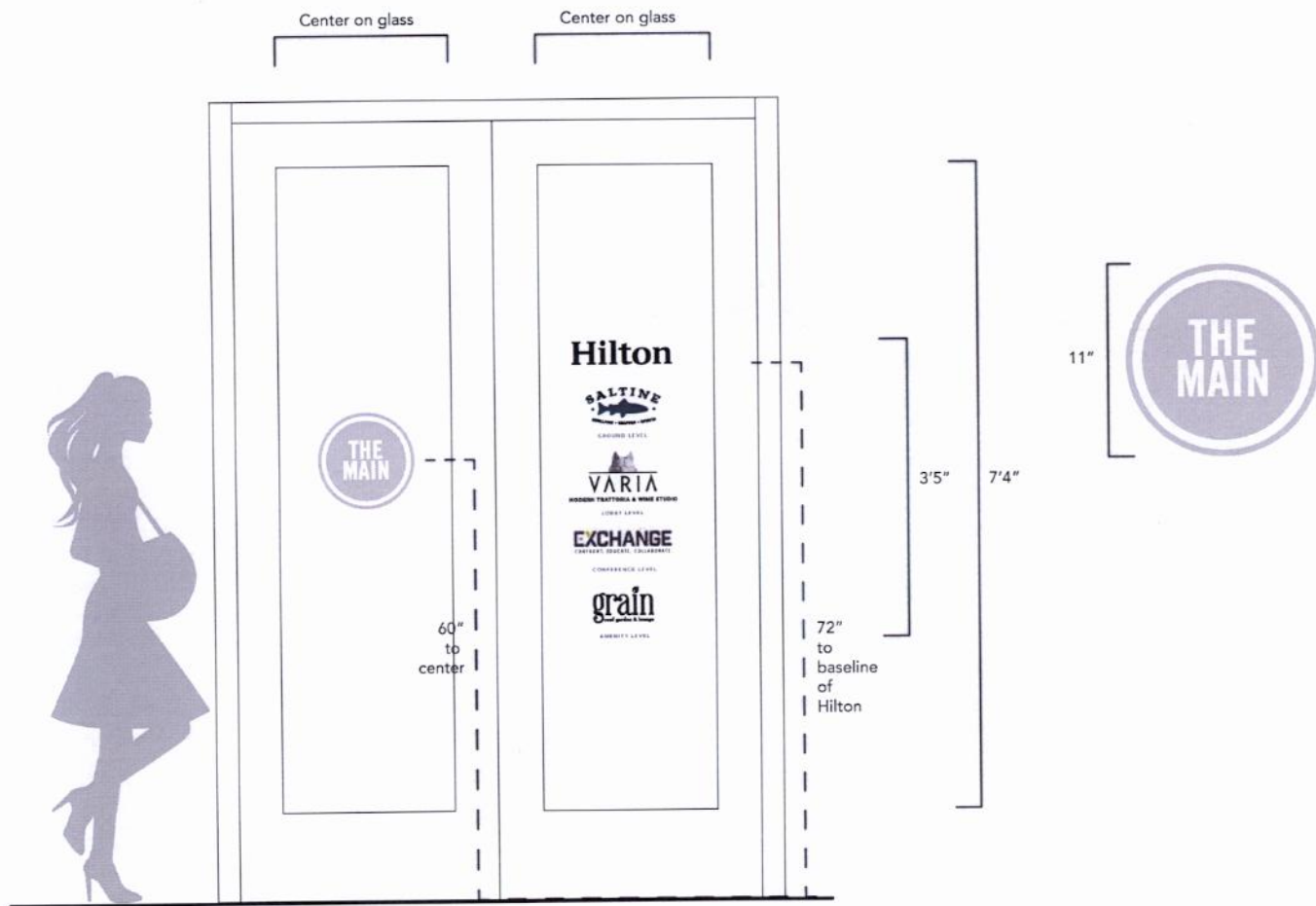
SIDE



SIGN CONSTRUCTION:
WOLF TO BE CARVED FROM BLOCK OF
GRANITE.
LETTERS TO BE V-CARVED IN GRANITE.

COLOR
ARCHITECT TO PROVIDE GRANITE
SPECIFICATION

VARIA GRANITE SCUPTURAL SIGN
Scale: 1/2" = 1'0"



SIGNAGE FABRICATION SPECIFICATIONS

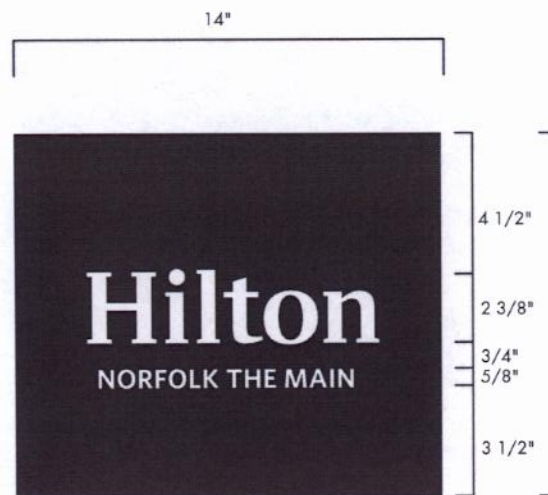
VINYL:
All logos to be frosted vinyl
Etchmark or Dusted Crystal.

All applied to second surface of glass.

THE MAIN, HOTEL, CONFERENCE CENTER & RESTAURANT IDENTIFICATION VINYL ON GLASS AT ENTRANCE
Scale: 3/4" = 1'0"



HOTEL ID SIGN HEIGHT
60" from center of sign to finished floor



HOTEL ID SIGN DETAIL
Scale: 1/4" = 1"

1/4" (6.4mm) THICK ALUM.
OR STAINLESS STEEL PLATE
- DRILL & TAP FOR STUD
MOUNT 1/4" (6.4mm) OFF FASCIA

1/16" (4.8mm) THICK FLAT
CUTOUT LOGO/LETTERS
VHB OR EPOXY TO PANEL

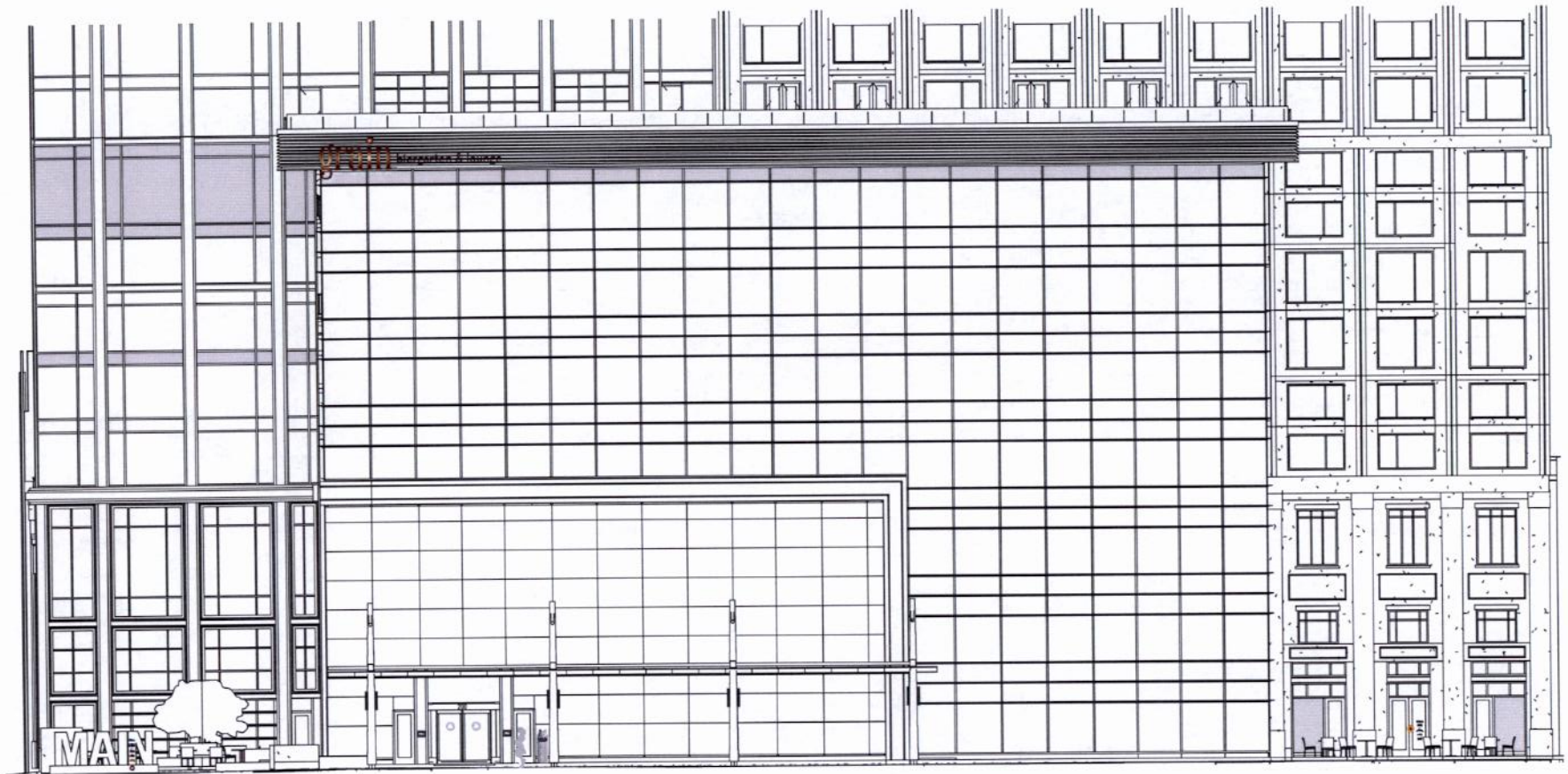
ETCH & FILL LOCATION
TEXT

FIELD VERIFY CONDITIONS
FOR PROPER MOUNTING

Elevation

- 1 1/4" (6.4mm) THICK ALUM. PANEL PAINTED AKZO SIGN91431 GRAY METALLIC (PAINT SAMPLE AVAILABLE UPON REQUEST) W/ SATIN FINISH
- FLAT CUTOUT ALUM. LOGO/LETTERS PTD. SATIN WHITE.
- LOCATION TEXT TO BE ETCHED & FILLED SATIN WHITE.
- 2 1/4" (6.4mm) THICK STAINLESS STEEL W/ FINE #4 BRUSH FINISH.
- FLAT CUTOUT ALUM. LOGO/LETTERS PAINTED PMS 540c W/ SATIN FINISH.
- LOCATION TEXT ETCHED & FILLED AKZO SIGN60155 DARK BLUE (PMS 540c = RAL 5022) W/ SATIN FINISH.

HOTEL IDENTIFICATION, PEDESTRIAN LEVEL AT ENTRANCE MAIN STREET ELEVATION
Scale: 1/4" = 1'0"



SIGN CONCEPT:
 GRAIN BIERGARTEN & LOUNGE SIGN
 TO BE INTERNALLY ILLUMINATED
 CHANNEL LETTER CONSTRUCTION

GRAIN RESTAURANT IDENTIFICATION ABOVE 20 FEET MAIN STREET ELEVATION
 Scale: 1/16" = 1'0"

M.8

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THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
 NORFOLK, VA

PATRICIA HORD GRAPHIK DESIGN
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12"
4"
3'6"
24"

4'10"

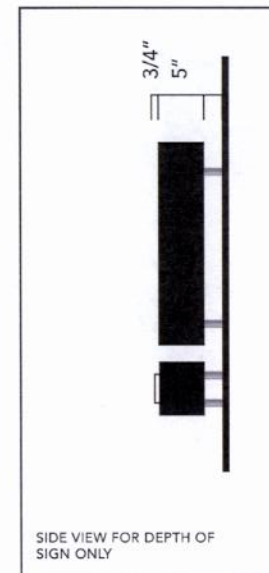
SIGNAGE FABRICATION SPECIFICATIONS

SIGN CONSTRUCTION
5" Deep Aluminum, Face-lit Channel Letters.
Installed in front of louver system.
White LED Illumination.
"roof garden & lounge"
To be 6" x 3'8" Painted aluminum Panel
with 3/4" push-thru acrylic letters

COLOR
Grain Brand color vinyl in daylight
White at night

ELECTRICAL
LED Illumination. Build to UL specifications.
Show in shop drawings.
Power must be pulled to sign.

MOUNTING:
Installed in front of louver system.
Show connection to building in shop drawings.
To be coordinated with architect & louver shop drawings.



GRAIN RESTAURANT IDENTIFICATION AT ROOFTOP DETAIL
Scale: 1/4" = 1'0"



SIGN CONSTRUCTION:
ALUMINUM CHANNEL LETTER CONSTRUCTION.
ACRYLIC FACES TO BE BLUE DURING DAY
ILLUMINATED WHITE AT NIGHT

HOTEL IDENTIFICATION ABOVE 20 FEET MAIN STREET ELEVATION
Scale: 1/16" = 1'0"

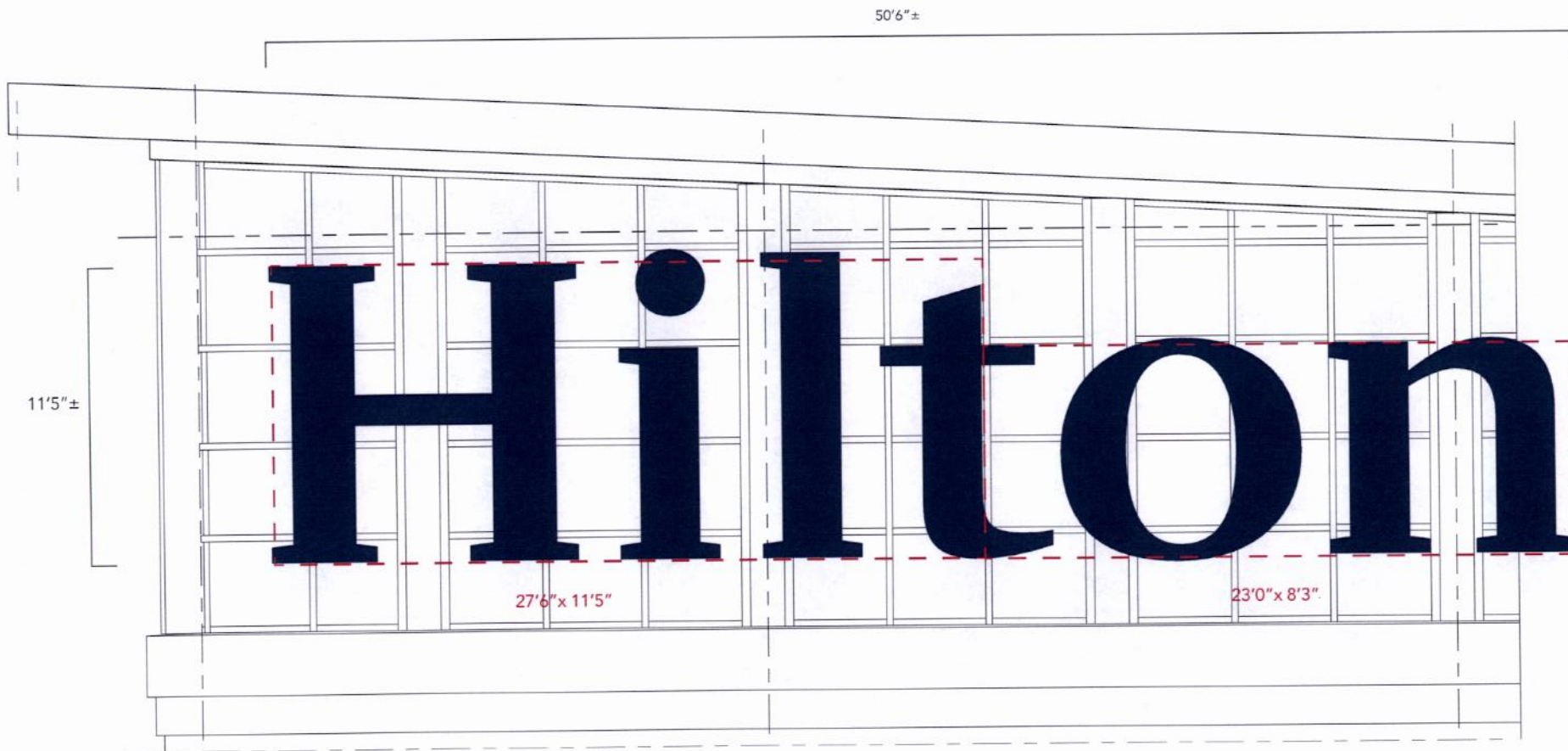
M.9

DECEMBER 28, 2015
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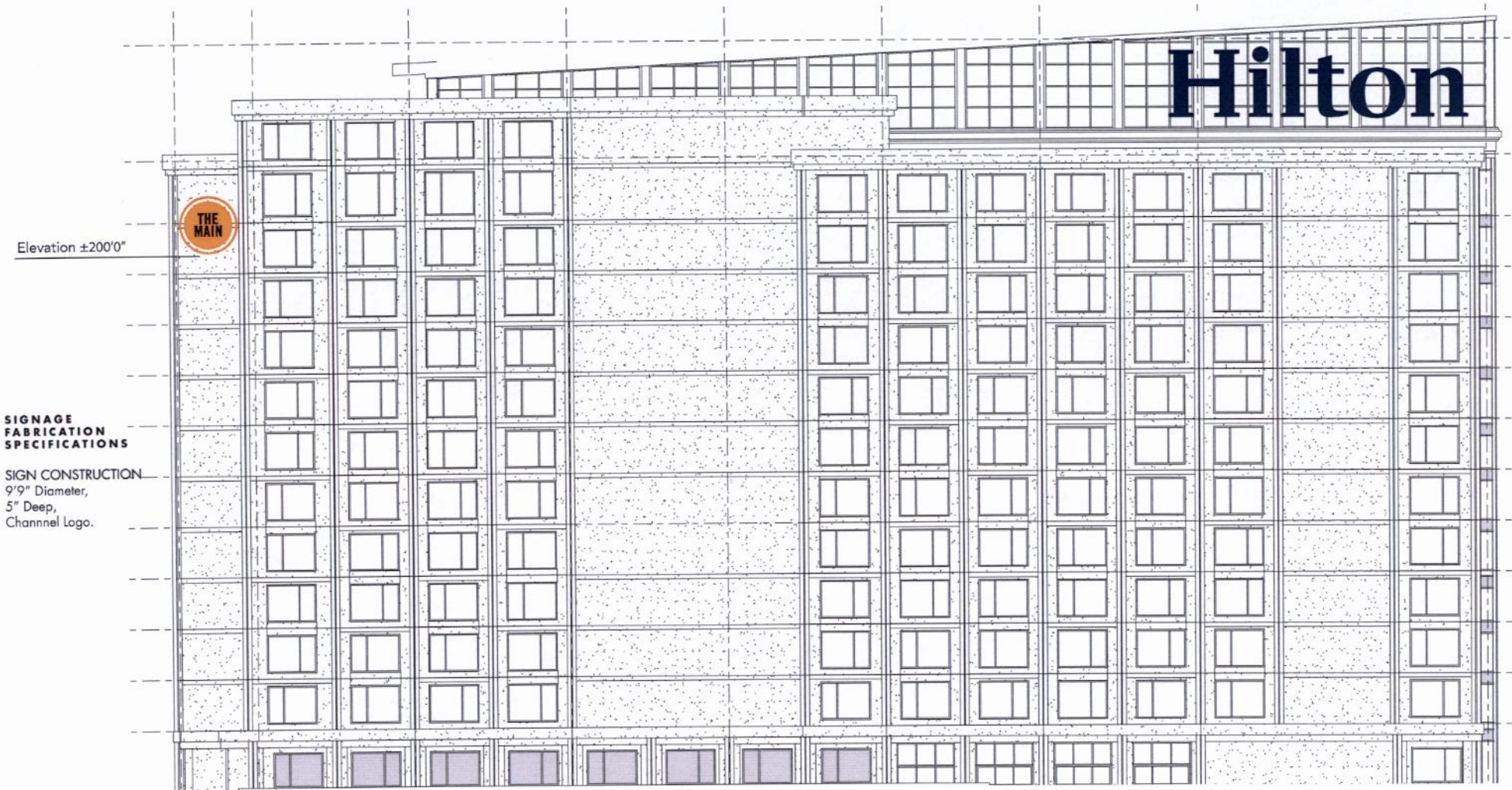
THE MAIN EXTERIOR SIGNAGE AND WAYFINDING
NORFOLK, VA

PATRICIA HORD.GRAPHIK DESIGN
PHGD.COM





HOTEL IDENTIFICATION, MAIN STREET, ABOVE 20 FEET DETAIL
 Scale: 1/4" = 1'0"



THE MAIN IDENTIFICATION SIGN PLUME STREET ELEVATION
Scale: 1/16" = 1'0"

Tajan, Robert

From: Kevin R. Murphy <krmurphy@verizon.net>
Sent: Wednesday, February 10, 2016 12:59 PM
To: Straley, Matthew; dncl@welovenorfolk.org; Miller, Mary
Cc: Whibley, Terry; Winn, Barclay; Howard, Oneiceia; Tajan, Robert
Subject: RE: new Planning Commission application - 100-120 E Main Street

Matthew,

The DNCL will not object to this application.

Kevin

From: Straley, Matthew [mailto:Matthew.Straley@norfolk.gov]
Sent: Wednesday, February 10, 2016 11:06 AM
To: dncl@welovenorfolk.org; Miller, Mary <mmiller@downtownnorfolk.org>
Cc: Whibley, Terry <Theresa.Whibley@norfolk.gov>; Winn, Barclay <barclay.winn@norfolk.gov>; Howard, Oneiceia <Oneiceia.Howard@norfolk.gov>; Tajan, Robert <Robert.Tajan@norfolk.gov>
Subject: new Planning Commission application - 100-120 E Main Street

Mr. Murphy and Ms. Miller,

Attached please find the application for a special exception to permit alternative signage on property located at 100 and 120 E. Main Street.

The item is tentatively scheduled for the March 24, 2016 Planning Commission public hearing.

Should you have any questions, please e-mail or call *Bobby Tajan* at (757) 664-4756, robert.tajan@norfolk.gov

Thank you.

Matthew Straley
GIS Technician II


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